

VOGUE

ADVANCE RETAIL
TRADE EDITION

SEE SECTION OPPOSITE PAGE 124



graystrom

MAY 1 1934 • THE YOUNGER GENERATION • PRICE 35 CENTS

© THE CONDE NAST PUBLICATIONS, INC.



Cannon Towels

OF COURSE

**FOR SHOPPERS IN
SEARCH OF GOOD GIFTS,
PRIZES, BRIBES,
TOKENS, REWARDS,
PEACE OFFERINGS, ETC.**

Who wouldn't want free towels like these! They're so pleasantly fresh in effect — not through last year's elaborations but by means of massed richer colors and "easy," straight-line designs. Look at the character in the deep new colors, the clarity in the pastels. All-white is again all right . . . very good, in fact.

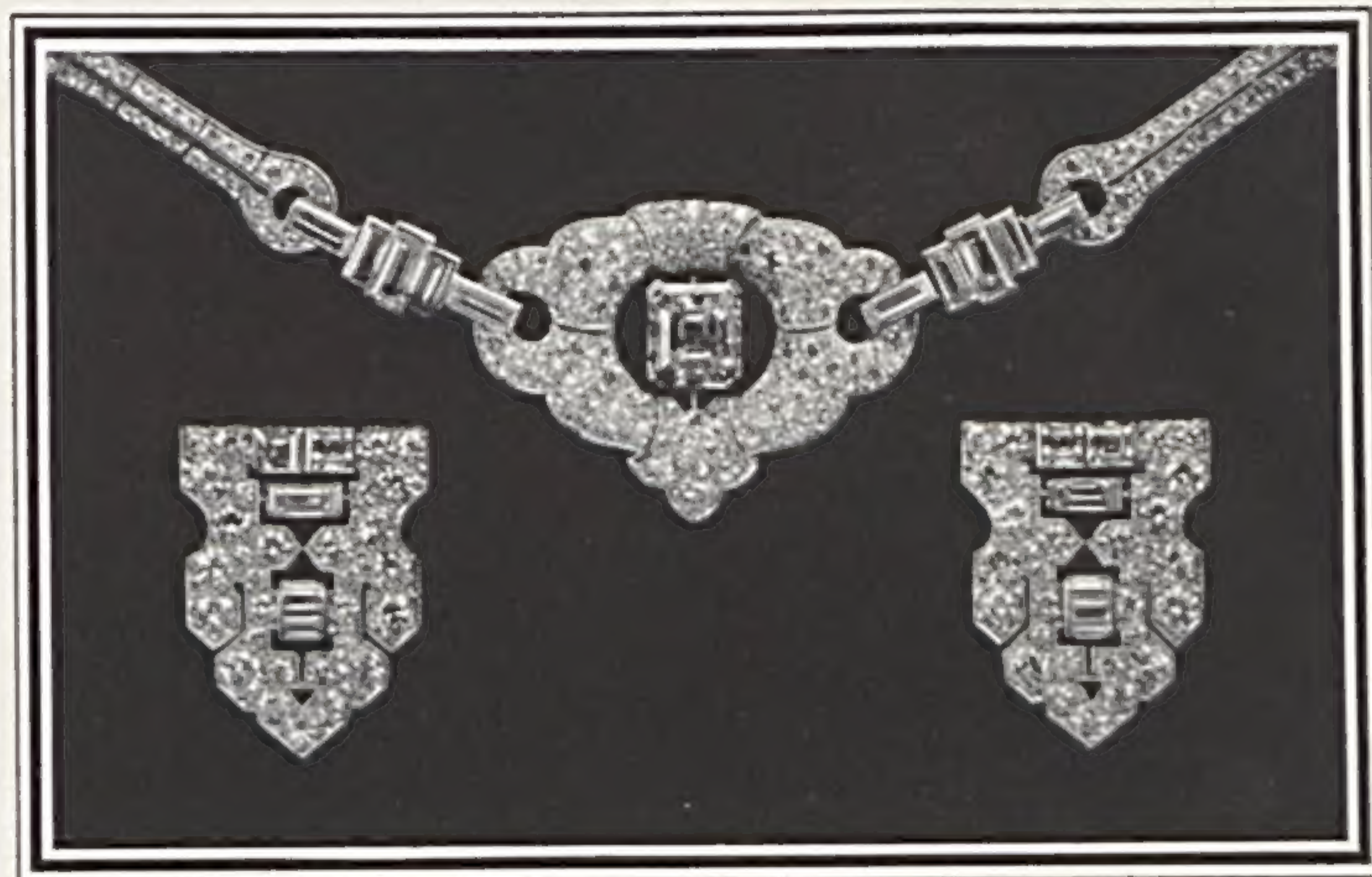
New Cannon gift towels are softer and deeper. They feel like puppy fur and work like ten thousand little sponges. The yarn used is smoother and finer and stronger. And more dryability per square inch than ever yet!

The top towels in the new collection cost good money. But there are plenty more, all down the line to the small-change range. (Actually, 19c to \$2.50 each; gift sets, \$1 to \$10.) And remember, whenever you find the Cannon label you find a canny buy. . . . Cannon Mills, Inc., 70 Worth Street, New York City.

HOW STRONG IS A SHEET? Cannon sheets are marvelously even in weave and free from hard and shiny fillers. They keep their fresh look and feel for years, longer than others. . . . There's a Cannon sheet in each price class, one for every bed. And always a top value, grade for grade.

TIFFANY & Co.

JEWELERS SILVERSMITHS STATIONERS



*Diamond Jewelry
Assured Quality*

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37TH STREET
NEW YORK

PARIS LONDON

Beauty to go with you down the years



CHOOSE your Sterling Silver patterns wisely. For your silver will be a lifetime companion.

Perhaps you'll select *Trousseau*—International Sterling's newest pattern. It's a modern classic. And here is *1810*, an Early American...and *Gadroon*—an authentic reproduction of 18th Century English Gadroon silver.

Your jeweler will show them to you—in flatware and hollowware. The prices are pleasantly moderate. For instance, six teaspoons, regular weight, are priced as fol-

lows: *Rhapsody*, *Wedgwood*, *1810*, *Pine Tree*—\$7.50; *Minuet*, *Trousseau*—\$8.50; *Gadroon*—\$9.00; *Orchid*, *Empress*—\$9.50.

Write to us for booklet giving complete description and prices of these patterns.

INTERNATIONAL SILVER COMPANY
Sterling Silver Division
WALLINGFORD CONNECTICUT

INTERNATIONAL STERLING

See these frocks at our Fashion Exhibit in your town or nearby. Write for date and place of showing.

Best's Sets the Fashions for the Smart Younger Generation

NEW FROCKS IN CHARMING COTTONS
GUARANTEED WASHABLE
AND FAST COLOR



MODEL 222—Straight line frock with pleats from the yoke, in dainty Petaldown lawn, a floral print in blue and gold or rose and green. Sizes 8 to 16. 2.95

Rough straw cloche with field flower wreath. 4.95

MODEL 223—Quaint frock of dotted swiss with two ruffles on the skirt. Pink or white, with lace edging, and self fabric sash tying in back. Sizes 8 to 14. 8.95

Broad brimmed leghorn hat with ribbon band. 4.95

MODEL 224—Frock of gayly flowered Tobralco (an English cotton) with ruffled collar, puff sleeves, and velvet ribbon sash. Sizes 7 to 14. 8.95

Rough straw hat with two color twisted silk band. 4.95

MODEL 225—Dotted dimity frock in rose or copen with large white dot and frilled white collar. Sizes 7 to 16. 2.95

Natural panama cloche with ribbon and feather. 4.95

MODEL 226—Everfast piqué sleeveless sports frock in white, pink, or yellow with contrasting lacing. Sizes 10 to 16. 2.95

Navy flannel "Port-Ho" beret. 1.50

MODEL 227—Shorts costume consisting of striped cotton shirt in navy, copen, or red, sizes 4 to 16. 1.65 worn with gabardine shorts, navy with white stripe, or white with navy. Sizes 8 to 17. 2.75

MODEL 228—Charming little frock of David & John Anderson fine Scotch gingham, brown and yellow check, or navy and copen check. Sizes 7 to 10. 8.95

Natural leghorn cloche. 4.95

MODEL 229—A flowered organdy frock for Summer parties has ruffled collar and puff sleeves. White ground with flowers in bright colors. Sizes 7 to 12. 8.95

Charge
Accounts
Invited

Best & Co.

Fifth Avenue at 35th Street

Garden City

Mamaroneck

East Orange

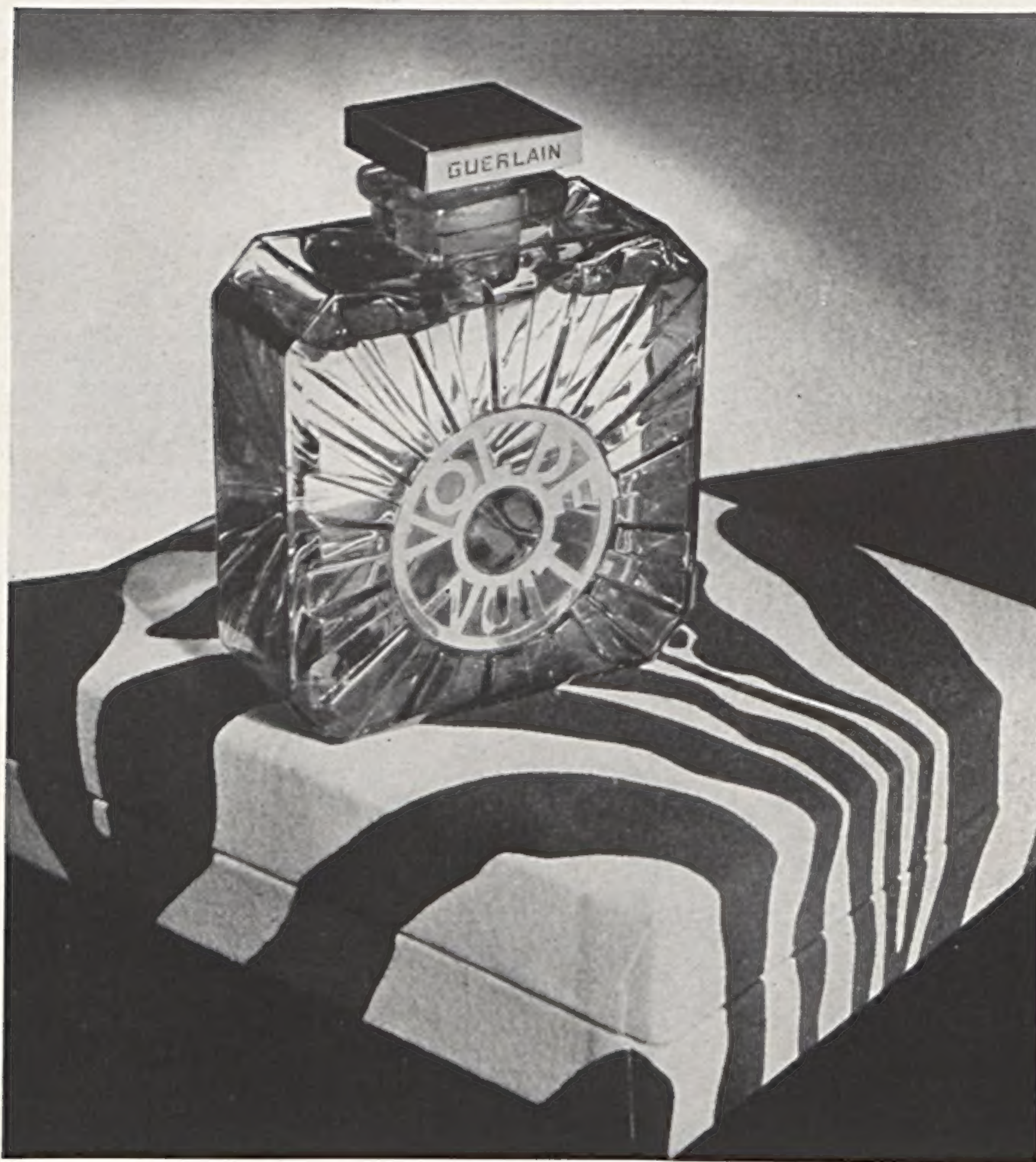
Brookline

Ardmore

Mail
Orders
Filled



VOL DE NUIT



GUERLAIN

Parfumeur • Paris



Radnor, 55.00 Tuxedo, 65.00



Essex, 55.00

LINES AND SQUARES

Jay-Thorpe again launches a fashion that will be an outstanding Summer success. We have a way of introducing something so absolutely "right" that it is accepted first for its chic and later for its comfort as well.

We present a collection of costumes in a new silk that is cool, uncrushable and crisply smart. In lines and squares . . . red and white, green and white, navy and white, brown and white . . . with ensembled hats, bags, gloves.

Sports Shop . Third Floor

JAY·THORPE

57TH STREET WEST, NEW YORK



Sands Point, 55.00



Piping Rock, 39.75

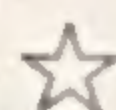


GOULD STUDIOS

Any man will be amused at this flattering version of his own insufferables. Wing tie, bosom front and pert buttons tell a story of fine shirt making that makes this dress a honey for golf. Flared sleeves, ample pockets and washability complete its many assets. In white with blue, white with red, pink with white, blue with white, maize with white and Nile green with white. Sizes 12 to 20. \$16.75



Here's that V-necked dress you've been looking for . . . the style that is becoming when all others fail. A dress you love to put on and hate to get out of. Smart enough to wear in town and grand for active sports as well. Made with shirred back, flared sleeves and pockets in a washable monotone rib called Ribroy. In light blue, maize, white and pink. Sizes 14 to 44. \$16.75



As cool as a cucumber, as neat as a pin, the best jacket outfit you ever were in—and no mistake. The fabric is a fine striped silky knit that slides refreshingly over your shoulders in warm weather. The jacket may well be worn with other things. The dress has very short sleeves, and the taffeta bow is inimitably crisp and fresh looking. In navy, red, brown, open and black with white stripes. Sizes 14-44. \$16.75

GOLFLUX

AT LEADING STORES THROUGHOUT THE COUNTRY

CREATED AND DISTRIBUTED IN THE U. S. BY JOHN L. WILKIN, INC., 498 SEVENTH AVENUE, NEW YORK, AND IN CANADA BY GOULD SAMUEL & COMPANY, LTD., MONTREAL
Copyright 1934 John L. Wilkin, Inc.

**NEW FASHION
FLASHES ACROSS
THE SCREEN
OF SUMMER**

2 SWAGGERERS of superb nonchalance presented in the new texture—flattering and luxurious—Peblette Crepe—with an utterly new, finely pebbled surface, is woven by Bloomsburg, of Seraceta Strands of Fashion. In new pastels and white. Available at: Lord & Taylor, New York City • Marshall Field & Company, Chicago • C. Crawford Hollidge, Ltd., Boston • Phil M. Halle & Son, Memphis • Meier & Frank Co., Portland, Oregon • Neusteter Company, Denver • Famous-Barr Co., St. Louis Gidding Co., Inc., Cincinnati • The Lindner Co., Cleveland • Neiman-Marcus Co., Dallas • Strawbridge & Clothier, Philadelphia Raphael Weill & Co., Inc., San Francisco • Bullock's, Los Angeles • D. J. Healy Shops, Detroit and Sakowitz Brothers, Houston. SERACETA STRANDS OF FASHION, Product of THE VISCOSE COMPANY, World's largest Producers of Rayon, 200 Madison Avenue, New York . . . We comply with the N.R.A.

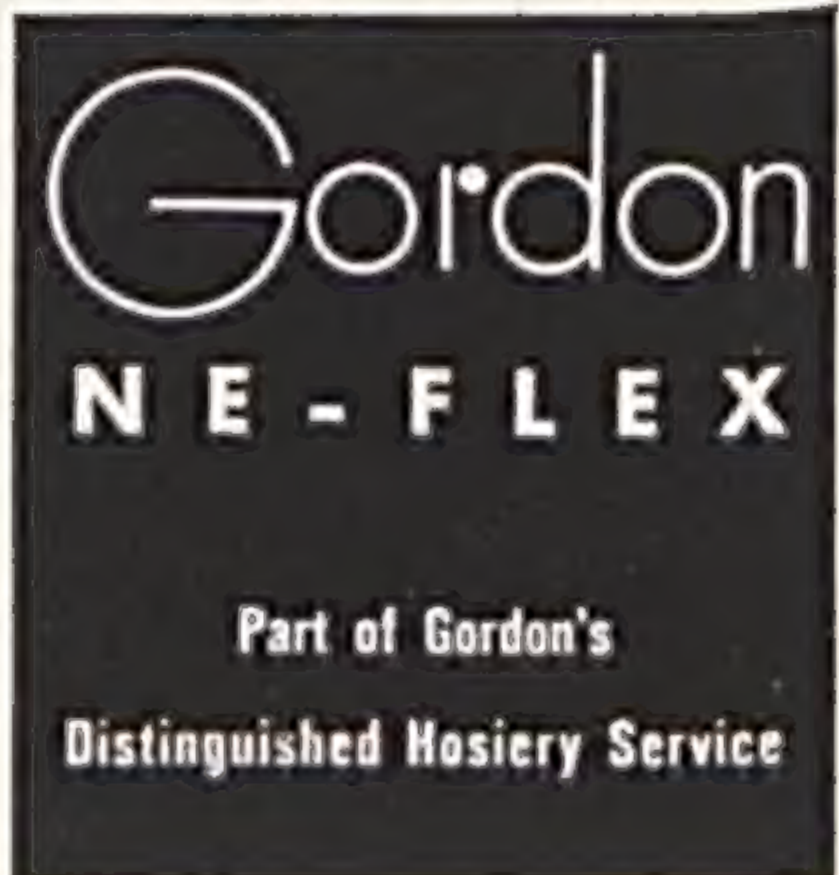


S E R A C E T A S T R A N D S O F F A S H I O N

LOVELY LEGS depend for much of their charm upon the perfect fit and flexibility of the stockings that adorn them. The slightest feeling of strain can deflect in a moment the graceful line of the unstudied pose . . . and the ugly run which such a strain may produce quickly destroys that feeling of confidence which is the essence of chic . . . the supreme test of smartness.



LASTEX, the miracle yarn, knitted into NE-FLEX above the knee, bestows that *new* flexibility and comfort which enhances the charm of lovely legs . . . and eliminates those strains that lead to runs at knee, seam and heel. In two lengths: NE-FLEX for the average woman and REGAL NE-FLEX for the taller, fuller figure: in sheer or service weight . . . TWO-WAY STRETCH means TWO-FOLD WEAR. • **BROWN DURRELL CO. • NEW YORK • BOSTON**





At Top

MINTADE: Crisp frill boucle with contrasting stripes careening around its lacy blouse. Hand-crocheted jabot ruffle.

LEMONADE: Slim Cortwist dress with rows of star fagotting to make it slimmer. The ascot is looped with hand-crocheting.

GINGERADE: Pure linen in a herringbone knit, with matching blouse. We copied the jacket's notched lapels from a man's suit. 3-pc.

Below

LIMEADE: Open, breezy linen in a short-sleeved, built-for-action dress. Tie neck, tie belt, and button-up yoke.

ORANGEADE: Take your sports coolly in this 2-piece Cortwist. There's a shirtcollar, shoulder caps, and a shiny patent belt.



Cool

the new summer
editions of your favorite
SACONY KNITS

Knitted linen—open to every breeze that blows. Frill boucle, that keeps its cool crispiness. Cortwist—a new fabric that's spun and twisted hard, so it can't cling on the muggiest days. Here are styles with Sacony's typical knit-to-your-order look, styles that come out of a vacation trunk fresh and ready for a summer's fun!

**The better stores throughout
the country sell Sacony**

S. AUGSTEIN and CO.
1410 BROADWAY, NEW YORK

TURN YOUR STEPS TOWARD NEW BEAUTY



There is double magic in Matrix Shoes

MATRIX PRESENTS THE HARLEQUIN . . . THE "TYLESS" OXFORD

Developed in genuine buckskin with pinking and perforations. A smart Talon fastener closing accents its smooth, high-throated lines.

Interesting innovations as well as more conservative translations of the mode are a part of Matrix presentations for each new season. Whatever your preference, you will find it interpreted in a model of exceptional beauty.

For there is a double magic built into Matrix Shoes. "Your footprint in leather," a patented sole, reproduces the curves of your foot so exactly that at one time it insures you unusual comfort and lends an especial trimness to your shoes.

Please write for our New Fashion Announcement and we will send you the name of a store near you where you can find an assortment of Matrix styles and sizes. E. P. Reed & Co., Rochester, N. Y. Matrix Style Studio, 47 W. 34th St., N. Y. C.

Matrix



Shoes

A VARIETY OF STYLES

AT \$9.00 AND UP



STRYPs

in

VAN RAALTE UNDERTHINGS

are as smart as stripes in frocks

And that means very. In fact, a "fashion first." The good looking, soft, wide-striped fabric has a lot to do with it. But Stryps devotees also boast about their slick tailored cut . . . their "fits me as though they were made on me" . . . their sturdy, stand-anything character . . . and their agreement that shrinkage in laundering is unthinkable.

For your Stryps ensemble there are bandeaux, vests, several styles of panties, nightgowns, pajamas, slips and Van Raalte's famous all-in-one garment, Singlette. Illustrated are

CUPPED BANDEAU, 55c : BRIEF PANTIE, \$1.00

VAN RAALTE · 295 FIFTH AVENUE · NEW YORK

"because you love nice things"

What a wealth of smart effects in these amazing Anti-Crease fabrics!

You've heard how wonderfully Anti-Crease fabrics retain their fresh appearance, resisting wrinkles as blithely as fine worsteds. But do you know that they now offer you a delightfully varied selection of designs and colorings in all of today's most desired weaves? Chiffons, piqué voiles, linen effects—cottons, rayons

and rayon mixtures—you'll find them all among the Anti-Crease fabrics now being shown at the stores. Imported Robia Voile is a guaranteed Tootal product, plainly identified by the name Robia on the selvage. American Anti-Crease Fabrics are marked on the selvage "Anti-Crease Fabrics TBL 1734516."



TOOTAL BROADHURST LEE COMPANY LIMITED · 1441 BROADWAY, NEW YORK
REGD HEAD OFFICE: MANCHESTER, ENGLAND



Anti-Crease FABRICS RESIST *Wrinkles*

It's really most disconcerting. Two frocks trip up into the rumble seat as fresh and charming as you please. Arrived at their destination, they step down again, the one debonair as ever, the other most sadly out of countenance.

Don't let YOUR sweet disposition be ruffled. Have your frocks made up in the new Anti-Crease Fabrics. Then they'll travel as smoothly as Twinkle's. Anti-Crease Fabrics resist and recover

from wrinkles as splendidly as fine worsteds. They drape beautifully and wash as readily as silk.

In addition to an extensive range of American Anti-Crease Fabrics, a charming imported voile may also be seen at many of the smarter shops. This is Robia Voile, which possesses the Anti-Crease feature and comes in a great variety of the smartest designs, some color-woven, some printed.



*A yarn you can tell on any beach
from Deauville to Waikiki*

Sally, in foreground, with diving girl on hip, relaxes in a bright blue Jantzen swim suit of "Sun-sheen" fabric.

Irene, wearing hat, chose this white B.V.D. creation, with novelty green braided shoulder straps.

Mary, upper right, goes in for this very backless indeed bathing suit of black satin, by Bert Schnurer.

Sally, Irene and Mary are all for "Lastex" even to their beach clogs, by J. Mackey & Son.

With no training at all you can learn to identify a "Lastex" bathing suit at sight. Does it look as though it had been painted on? There's no wrinkle, no bag, no sag, even under the most ruthless sun? Then depend upon it—the fabric has been made with "Lastex." No other human device can even approximate that utter freedom, that perfection of fit, at rest or in motion, that airy but strictly legal sense of wearing nothing at all. There is no substitute for this elastic yarn, which imparts lasting elasticity to any fabric. "Lastex", 1790 Broadway, New York City.

Lastex
REG. U. S. PAT. OFF.



THE MIRACLE YARN THAT MAKES THINGS FIT



Hat and Gown, Marshall Field's . . . Shoes, Selby

FASHION
IS
FASHION
BUT FEET
ARE FEET
—AND HERE IS
A CASE WHERE
THE TWAIN DO
MEET



FREE BOOK!

• Betty Compson answers your question, "Why should I wear Arch Preserver Shoes?" in our newest booklet. Don't miss it. A postcard will bring you a copy Free!



A PAIR of sound, comfortable, untiring feet is one of the modern woman's most prized possessions. And to needlessly sacrifice them, to satisfy her natural desire for stylishly *dressed* feet, is no longer necessary. For today, in the modern Selby Arch Preserver shoe, you get scientific foot protection and foot comfort—combined. • The secret is a tiny, patented, invisible Arch Bridge—so *light* that it adds no perceptible weight. And, so *tiny* that it interferes in no way with the stylist's most artistic flairs.

Yet, so bridge-like is its strength that it provides the firm, unyielding support nature intended for the *vital outer* arches—and forms the solid foundation that makes possible the lasting shapeliness and long service for which these shoes are notable.

The stunning new Selby models for Spring are now being shown at leading shops and department stores everywhere. The Selby Shoe Company, 1039 7th Street, Portsmouth, Ohio. Selby Shoes Limited, Montreal, Canadian manufacturers. Green Shoe Co., Boston, makers of ARCH PRESERVER SHOES for children.

Consult
Your
Chiropodist
Regularly



Selby

THE TRUE ARCH PRESERVER SHOE

Prices \$9 to \$12.50. Slightly higher west of the Rockies

STYLE —
OR WEAR —
OR both



We'll answer for Humming Birds: "Exceptionally well." The very features which make them chic, make them sturdy: Highly twisted threads make a duller fabric—and a stronger

Hosiery must have something more than style these days. In even the most exclusive shops, this question recurs: "Will these hose wear well?"

one. Minute stitches mean finer fabric—and more elastic hose. Closely overcast seams look trimmer—and do not rip. Pure dyes hold their color better—and do not injure the silk.

Try Humming Birds. They are exquisitely styled, moderately priced—and trustworthy. In stores of the better class.

DAVENPORT HOSIERY MILLS, Inc., Chattanooga, Tennessee
New York Showrooms . . . 385 Fifth Avenue

Humming Bird

WOMEN'S FULL FASHIONED
SILK HOSIERY *Exclusively*

CHIFFONS AND SERVICE WEIGHTS . . . TAILORED, LACE AND ELASTIC TOPS . . . PICOT EDGES . . . FRENCH HEELS . . . CRADLE SOLES

© 1934, DAVENPORT HOSIERY MILLS, INC. 31





© Dorothy Johnson

☆

ON THE PLAZA • NEW YORK
**BERGDORF
 GOODMAN**
 5TH AVENUE AT 58TH STREET

☆ Ruby-and-White print suit in one of the fantastic modern sheers that feels like a cross between chiffon and poppy petals. The finger-tip coat is as staccato and new as the starched white piqué cartwheel. From our early warm-weather collections.

Flatterers! THE 1934 BATHING CAP GOES DEFINITELY *Chic*



● Imagine *bathing caps* so lovely and smart! Many a hat that cost you plenty, didn't make you as fetching as you'll be this summer in Goodrich caps! Designed by leading stylists in the newest trends—yet no mere decorations. They're practical, as well as flattering. Goodrich products are *always* made for service. Take all your charm with you in swimming this year—the best stores have Goodrich bathing caps. And see the gorgeous rubber *ensembles* of cap, suit, slippers. No woman is properly outfitted without at least one Goodrich costume. You'll be amazed at how reasonable they are! B. F. Goodrich Rubber Co., Akron, O., and 1410 Broadway, N. Y.



5752—Crinkly surface, like crêpe dress fabric. Soft, lightweight but sturdy. Looks like turban hat with its perky bowtrim. So simple—so chic. White, blue, red, green, yellow, or brown.



5777—Knit-weave surface. Contrasting color band dips over right eye. Green, blue, red, brown, or all white. Adjustable, detachable chin band. Head-shape molded. Snug-fitting.



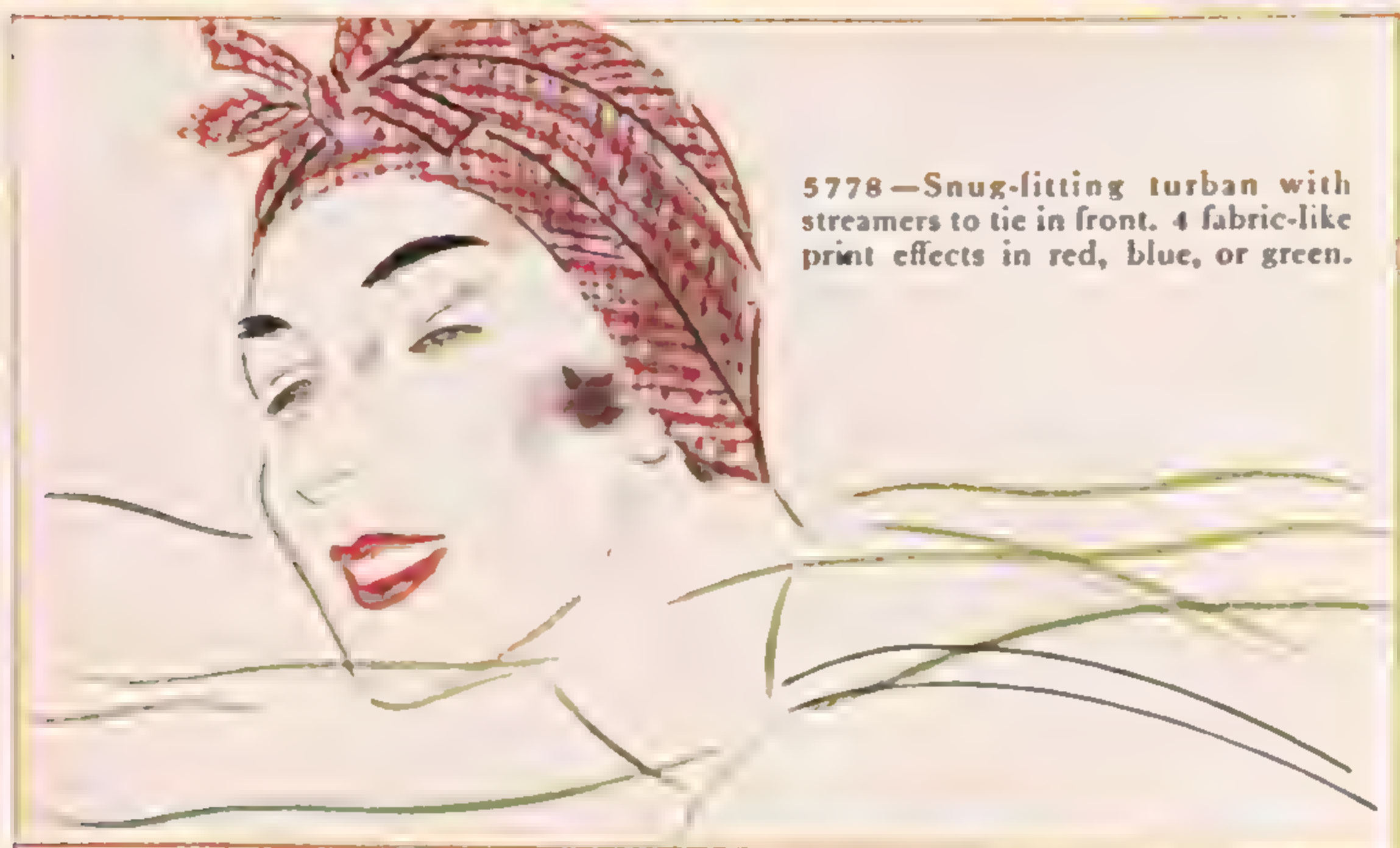
5753—Entirely new in bathing caps. "Crimpette" surface with print effect like cotton or gingham. Even feels like fabric. Streamers tie in front. 4 color-effects, red, blue, green, or brown.



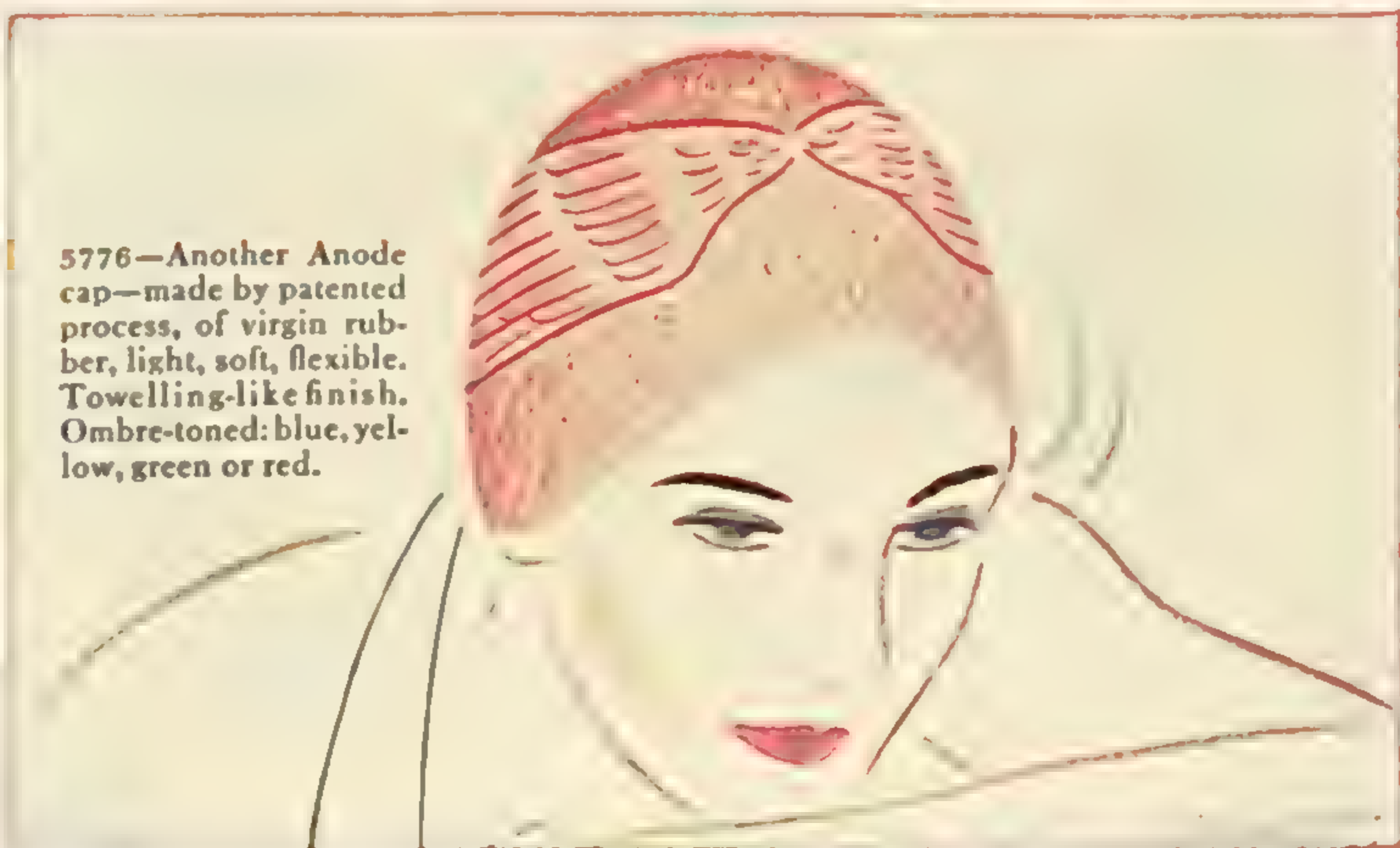
5751—"Crimpette" finish, white turban; draped band; "knots" in red, blue, green, orange, or white. Soft, pliable, fabric-like texture.



5775—Tweed-like effect. Anode molded Cap. Extremely light weight, but amazingly durable. Light and dark blue; light and dark red; light and dark green; yellow and brown.



5778—Snug-fitting turban with streamers to tie in front. 4 fabric-like print effects in red, blue, or green.



5776—Another Anode cap—made by patented process, of virgin rubber, light, soft, flexible. Towelling-like finish. Ombre-toned: blue, yellow, green or red.

Goodrich Bathing Sportswear AT THE SMARTEST SHOPS

BONWIT TELLER

FIFTH AVENUE AT FIFTY-SIXTH



"Acele" is the registered trademark used by Du Pont to designate its cellulose acetate yarn.

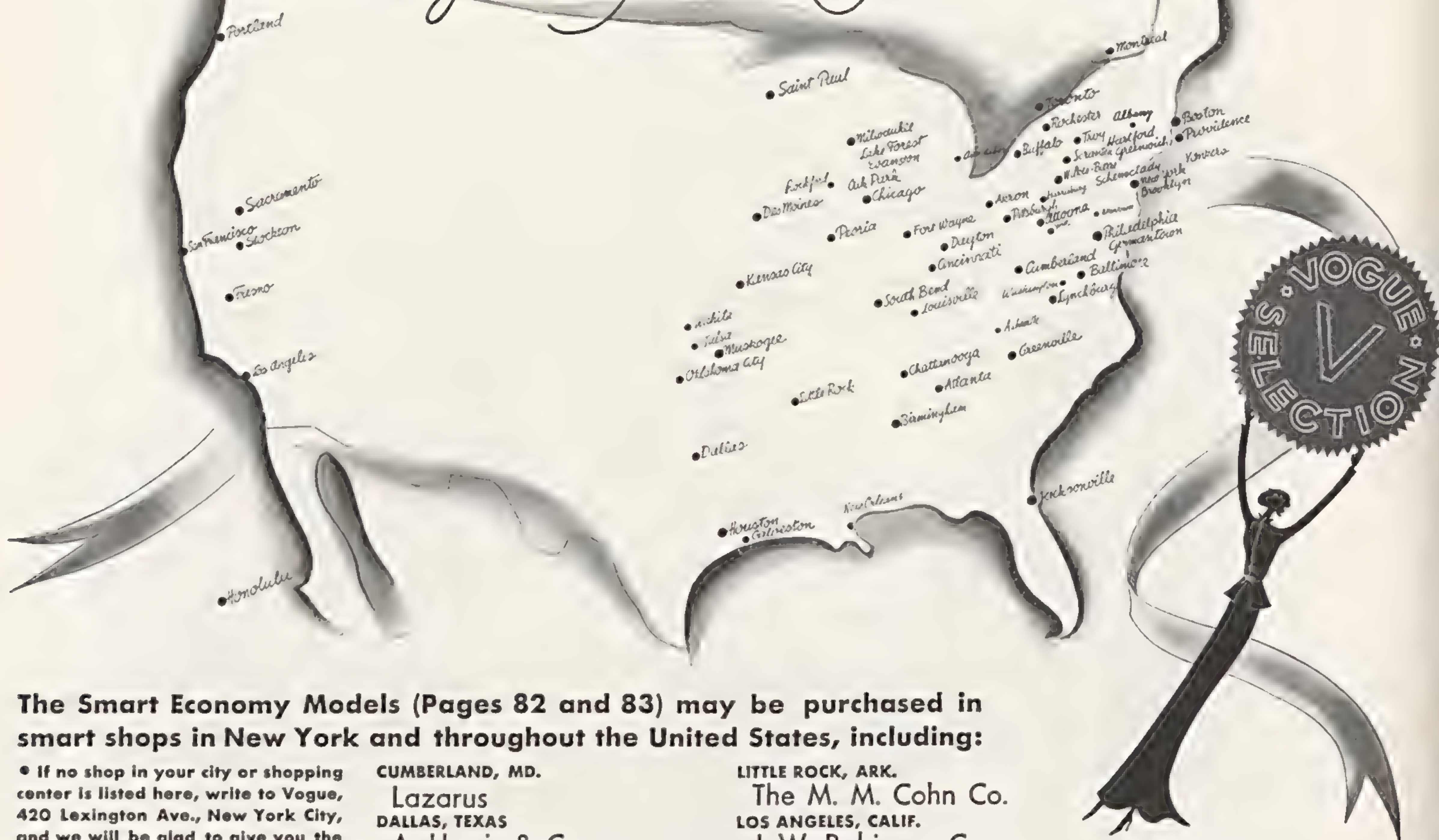
THE FINAL CACHET of chic in "Acele" —frocks that lead a double life, smartly. On the fairway, in active play, they take on a new importance for luncheon and spectator ease. Fashioned in a diamond dotted crepe of "Acele", petal dull, cool and gorgeously comfortable. Left:

Three-quarters coat, a definitely young frock for the larger figure, 39.50. Centre: Beautifully tailored, contrasting piping. Perfect golf dress on the more mature lines, 22.50. Right: Nautical influence in the sailor collar, straight lines and sleeveless hip-length jacket, 35.00.

BONWIT TELLER Philadelphia

BLUM'S Chicago

THE MAP OF Vogue's Smart Economies



The Smart Economy Models (Pages 82 and 83) may be purchased in smart shops in New York and throughout the United States, including:

• If no shop in your city or shopping center is listed here, write to Vogue, 420 Lexington Ave., New York City, and we will be glad to give you the address where the Smart Economies are available. Be sure to state what model or models you are interested in. Enclose stamped, addressed envelope.

AKRON, OHIO
The M. O'Neil Co.
ALBANY, N. Y.
W. N. Whitney & Co.
ALLENTOWN, PA.
Hess Bros.
ALTOONA, PA.
Simmonds
ANN ARBOR, MICH.
Wm. Goodyear & Co.
ASHEVILLE, N. C.
Jean West
ATLANTA, GA.
Davison-Paxon Co.
BALTIMORE, MD.
Hochschild, Kohn & Co.
BIRMINGHAM, ALA.
Burger-Phillips Company
BOSTON, MASS.
R. H. Stearns Company
BROOKLINE, MASS.
Best & Co.
BROOKLYN, N. Y.
Abraham & Straus, Inc.
Frederick Loeser & Co., Inc.
BUFFALO, N. Y.
Jenny Co., Inc.
CHATTANOOGA, TENN.
Miller Bros. Co.
CHICAGO, ILL.
Marshall Field & Co.
Carson Pirie Scott & Co.
CINCINNATI, OHIO
Irwins and Klines

CUMBERLAND, MD.
Lazarus
DALLAS, TEXAS
A. Harris & Co.
DAYTON, OHIO
The Elder & Johnson Co.
DES MOINES, IA.
Yunker Brothers, Inc.
EAST ORANGE, N. J.
Best & Co.
EVANSTON, ILL.
Marshall Field & Co.
FORT WAYNE, IND.
Wolf & Dessauer Co.
FRESNO, CALIF.
Bruckner's
GALVESTON, TEX.
Donna May Shop
GARDEN CITY, L. I.
Best & Co.
GERMANTOWN, PA.
Robert Cherry Sons
GREENVILLE, S. C.
Meyers-Arnold Co., Inc.
GREENWICH, CONN.
Franklin Simon & Co.
HARRISBURG, PA.
Worth's
HARTFORD, CONN.
G. Fox & Co.
HONOLULU, HAWAII
The Liberty House
HOUSTON, TEXAS
The Patio Shop
JACKSONVILLE, FLA.
Cohen Brothers
KANSAS CITY, MO.
Rothschilds on Main at 10th
Geo. B. Peck Dry Goods Co.
LAKE FOREST, ILL.
Marshall Field & Co.

LITTLE ROCK, ARK.
The M. M. Cohn Co.
LOS ANGELES, CALIF.
J. W. Robinson Co.
The May Company
LOUISVILLE, KY.
Byck Bros. & Co.
LYNCHBURG, VA.
J. R. Millner Company
MAMARONECK, N. Y.
Best & Co.
MILWAUKEE, WIS.
Gimbel's
MONTREAL, CANADA
Henry Morgan & Co., Ltd.
MUSKOGEE, OKLA.
B. E. Spivy Co.
NEW ORLEANS, LA.
Gus Mayer Co., Ltd.
OAK PARK, ILL.
Marshall Field & Co.
OKLAHOMA CITY, OKLA.
John A. Brown D. Gds. Co.
PEORIA, ILL.
Block & Kuhl Co.
PHILADELPHIA, PA.
The Blum Store
B. F. Dewees
PITTSBURGH, PA.
Joseph Horne Co.
Kaufmann's
PORTLAND, OREGON
Meier & Frank Co.
PROVIDENCE, R. I.
Gladding's
ROCHESTER, N. Y.
McCurdy & Co.
ROCKFORD, ILL.
Guest House Shops

SACRAMENTO, CALIF.
Hale Bros. Inc.
SAINT PAUL, MINN.
The Golden Rule
SAN FRANCISCO, CALIF.
City of Paris D. Goods Co.
The White House
SCHENECTADY, N. Y.
H. S. Barney Co.
SCRANTON, PA.
The Heinz Store
SOUTH BEND, IND.
George Wyman & Co.
STOCKTON, CALIF.
Levinson's Dress Shoppe
TOPEKA, KANS.
The Crosby Bros. Co.
TORONTO, CANADA
Robert Simpson Co., Ltd.
TROY, N. Y.
G. V. S. Quackenbush Co.
TULSA, OKLA.
Brown-Dunkin Co.
WASHINGTON, D. C.
Julius Garfinckel & Co.
WICHITA, KANS.
The George Innes Co.
WILKES-BARRE, PA.
The Isaac Long Store
YONKERS, N. Y.
The Fashion Shop
YORK, PA.
Worth's



Hit the trail dude

And take the family with you, for this is a vacation that the whole family can enjoy together. Write the ranches. They will be glad to give you more information and references. Complete data also on file at Vogue's Ranch Dept., Graybar Bldg., N.Y.

KL ALLAN RANCH

K bar L. Game-trodden mountains! Trout-laden streams! In the heart of the Big Rockies beyond all roads. Miles of mountain trails to ride and explore. Miles of good trout streams. The best of beds, food, horses and equipment. Garden. Natural warm water plunge. Electric lights. Life on the ranch. A packtrip. A big game hunt in Golden Fall Days. Write for complete information to: Mrs. Ralph Allan, Augusta, Montana.

ZC BONES BROS. RANCH

Cattle: our business; Horses: our weakness. Here you may spend an ideal vacation, making it strenuous or easy-going—as you wish. Those who enjoy ranch life appreciate its superior advantages, and not simply because it is in vogue. Write us so we can supply you with particulars. Not unlikely we have mutual friends who would be glad to tell you about us and our ranch. Address: Bones Brothers, Birney, Montana.

KI LAZY K BAR RANCH

Comfortable, cool nights, when the extra blankets are welcome, then a shower or tub (every cabin has one), and breakfast, cream and milk from the ranch dairy herd, eggs, hotcakes. Doze in the sun, and do what you will, till lunch and supper. Vegetables from the big, sunny garden, and prime meat, ranch fed and butchered. A quiet smoke; comfort and contentment. It's the Lazy K Bar Ranch, Big Timber, Mont.

OX YOKE RANCH

Every guest can ride, swim, fish for native trout, take all day rides and picnic, take part in Sunday Rodeos held on the ranch—dance and play bridge in the main ranch house, comfortably furnished, electrically lighted—a complete rest and change from any other kind of vacation. Ox Yoke offers every comfort, bath in every cabin, Simmons mattresses and springs. Booklet on request. Charlie Murphy, Emigrant, Montana.

4 A BAR A

Do you know! That a Dude Ranch is not expensive—that a trip to Wyoming is not long or hard—that you can reach A Bar A in fourteen hours by air or forty-eight hours by rail from New York. You will love this wildly beautiful section of Wyoming and A Bar A. It will be worth your while to ask our representative, "Chuck" Adam, 521 Fifth Avenue, Room 402. An attractive descriptive booklet is ready for you.

TAT T A T RANCH

Located in the green foothills of the Big Horns, close to the very high mountains, is T A T Ranch. Here our guests for fourteen years have enjoyed the good out-door life afforded by the wonderful riding, fishing and hunting country surrounding T A T. Bath and fireplace in almost every cabin. Trips to National Parks can be arranged. We will be glad to send complete information. Write: F. W. Leach, T A T Ranch, Kearney, Wyo.

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EATONS' RANCH

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It's gettin' right close to time for you to start west and we're sure looking forward to your visit. The horses are feeling fine and the fishing shows prospects of being mighty good. We're all fixed to make you comfortable, finest of cabins, concrete outdoor open air swimming pool. We're prepared to give you a vacation that will long be pleasantly remembered. All information. Write: J. E. Bower, Lincoln, Montana.

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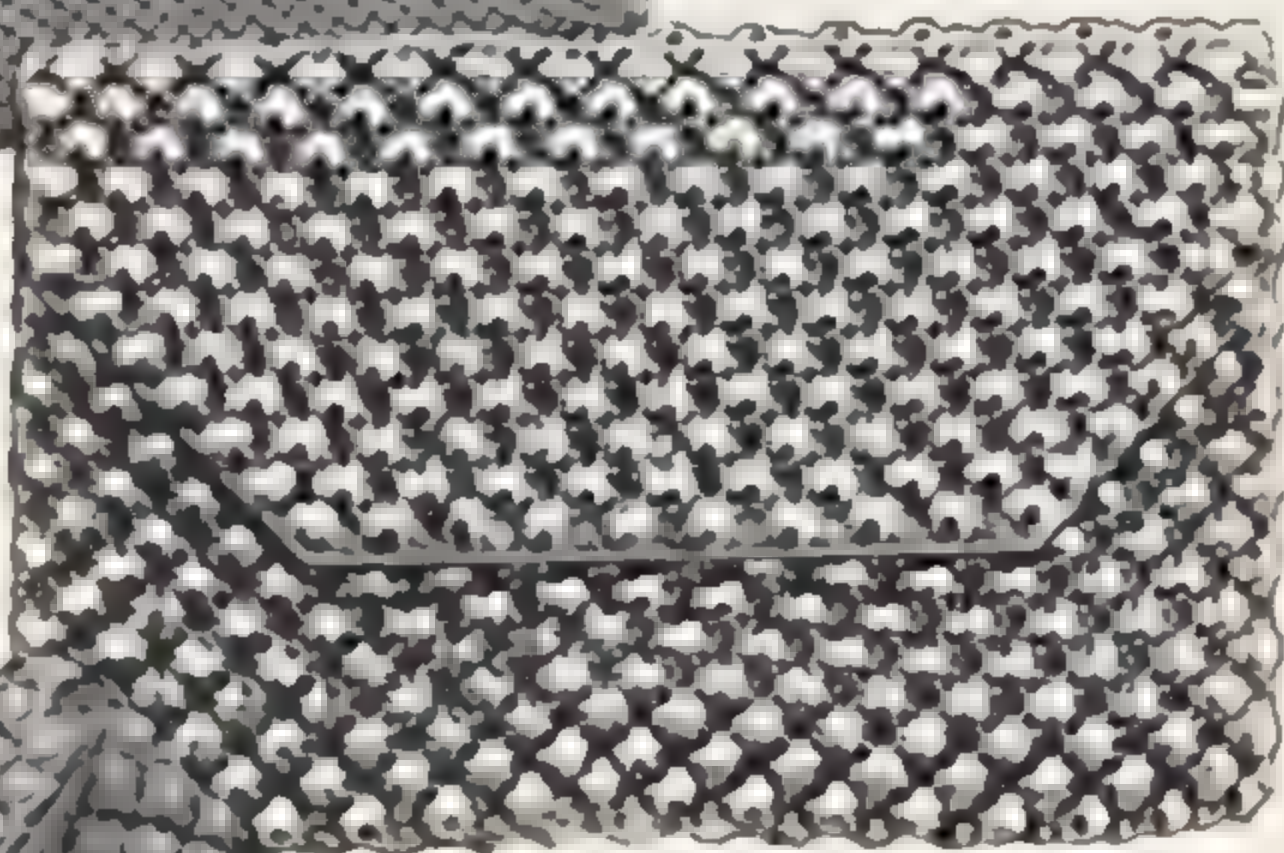


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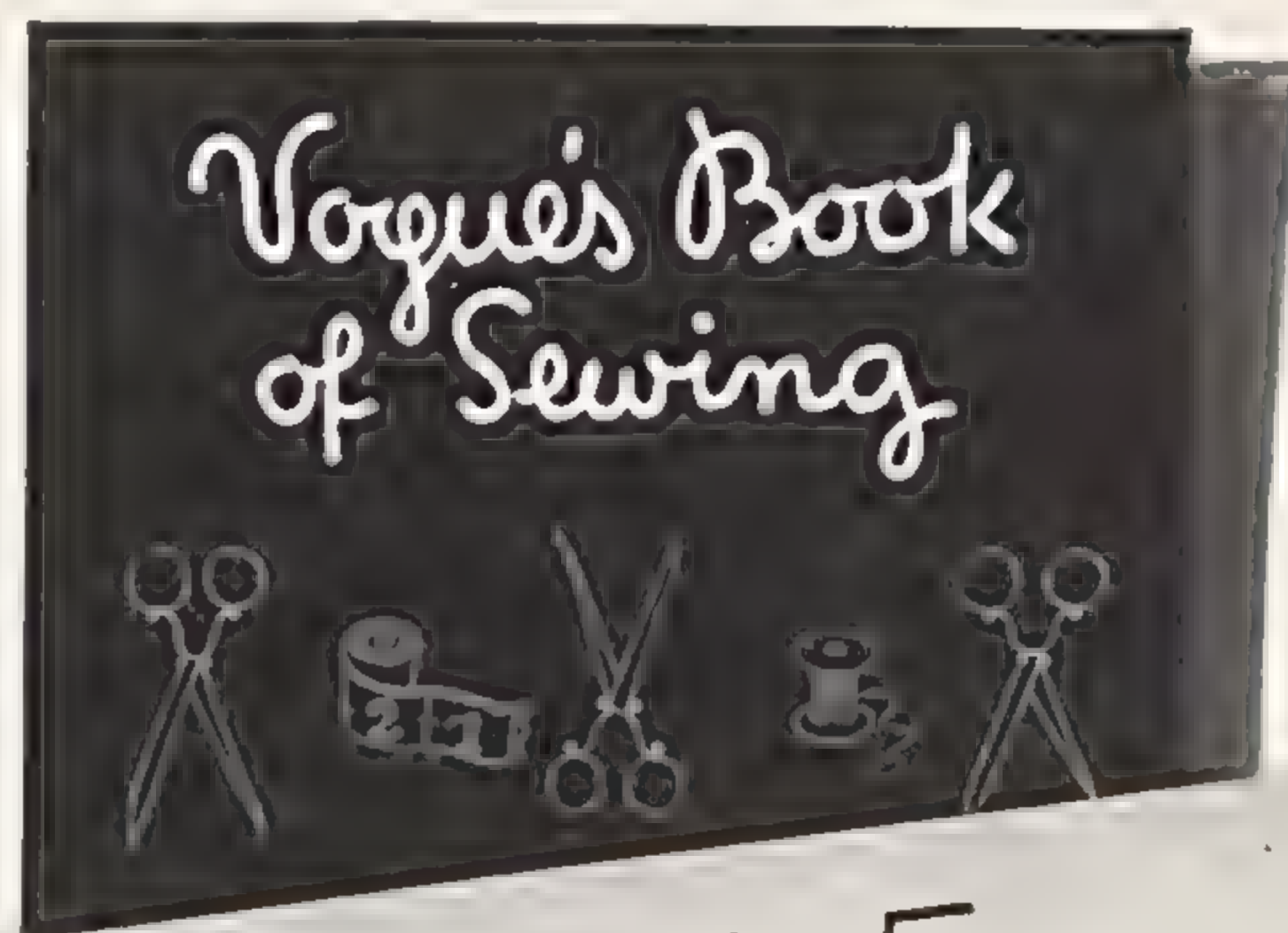
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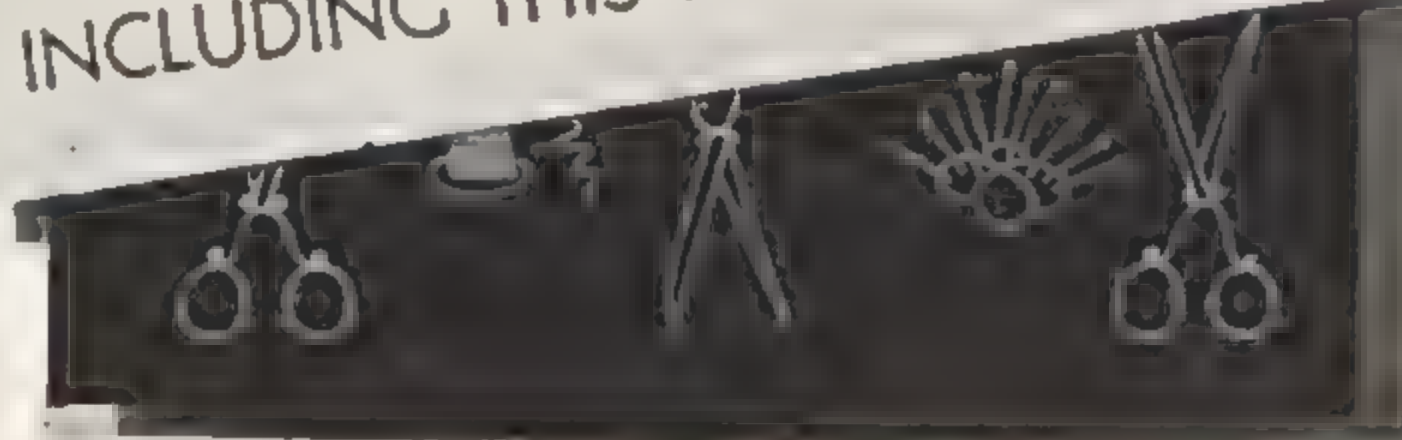
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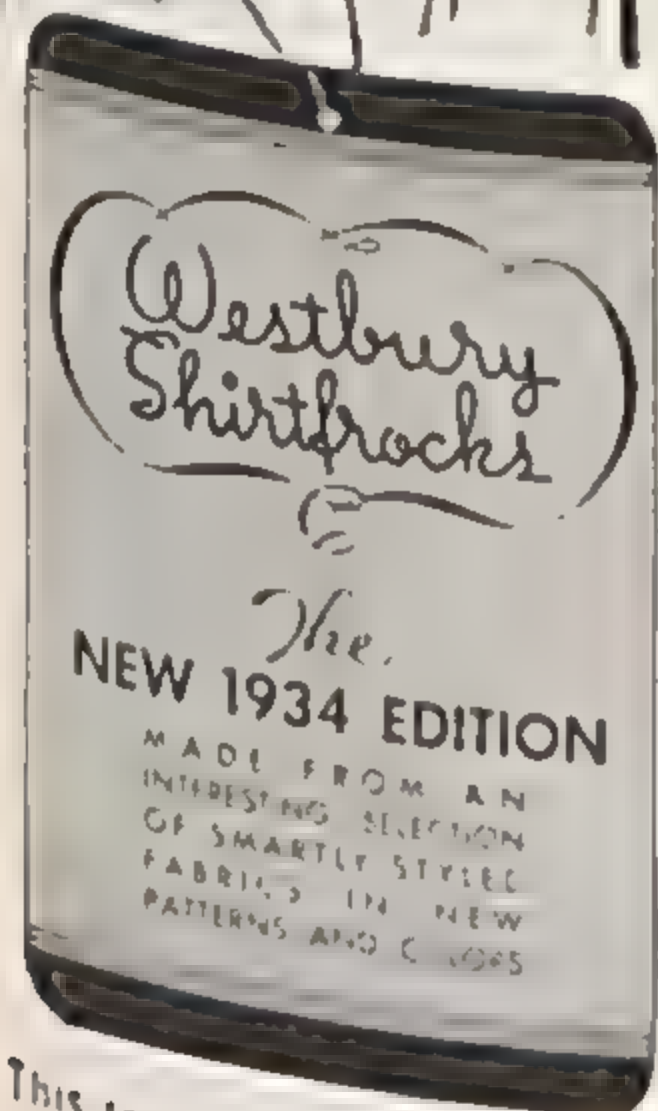
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Younger Christian girls. Ocean front, Ship Bottom, N. J. Surf bathing. Sailing, swimming, sports. Dormitories, Crafts, operetta. Booklet, MARGUERITE V. SIBLEY, 2023 WALNUT ST., PHILADELPHIA, PA.

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Five separate camps for girls and boys

Aloha Camp for girls 13 to 18
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Each camp is directed by a member of the Gulick family that founded Aloha Camp in the pioneering days of 1905. Catalog on request.

Mrs. E. L. Gulick, 3 Perrin Rd., Brookline, Mass.

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Riding and Water Sports Camp

Exceptional instruction in horsemanship, swimming, diving, canoeing. All other sports and activities. Dramatics, crafts. Complete equipment. On lovely lake in Vermont. Happy campers! Booklet. Fee includes Riding.

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brown ledge

"—a different camp for girls". Mallet's Bay, Vt. Every girl rides every day. Horses carefully trained. Enrollment limited to 50. Sailing, motor-boating, tennis, golf, dramatics, handicraft, dancing. One Tuition Covers All! No extras! "Club rate" plan. Bklt.

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Lake Winnepesaukee. 26th Season. White Mt. Region. Girls 8-16 (3 groups). Enrollment 60. Modern equipment. All land and water sports.

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A Private Camp for Christian Girls 6-19. Londonderry, Vt. 1700 ft. elevation. Riding. Physician. Rate \$13.50 a week. Catalog, MRS. HERBERT D. LORENZ, P. O. BOX 424, BENNINGTON, VT. KAMP KAATERSKILL FOR BOYS, FOWNAL, VT., AFFILIATED.

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Learn French while enjoying happy camp life. Canoe, swim, sail, and ride. Take camping trips in Green Mountains. Speak French with native Frenchwomen. ECOLE CHAMPLAIN, BOX V, FERRISBURG, VERMONT

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For 50 girls between ages of 8 and 16. Separate junior group. All sports with riding. Handicrafts, Music. 113 acres. Fourteenth season. Catalog, MR. AND MRS. H. D. SLEEPER, VERGENNES, VERMONT

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A delightful camp for girls on Otsego Lake, the "Glimmerglass" of Fenimore Cooper's novels. Music, dancing, and sketching. All sports. Gypsy trips. Exceptional riding. Catalog.
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On Beautiful Lake Chateaugay

A Catholic camp for 60 girls from 6-18 in the heart of the Adirondacks. Small congenial groups. Winding woody paths for riding. Sandy beach for swimming. Canoeing, dramatics, golf, woodcraft, archery. Campers from 28 states. No extra charge for riding. Est. in 1922. Affiliated with Camp Lafayette for boys. Catalogue.
Capt. and Mrs. C. J. McIntyre
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GLORIOUS summer on Ogontz Lake

near Sugar Hill, N. H.—700 acres of

pine and meadows. Aquaplaning,

swimming, sailing, golf, riding. Arts,

crafts, nature study, dancing, music.

Cabins, modern sanitation. Two weeks

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Sutherland, Ogontz School P. O., Pa.

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RECREATIONAL CAMP FOR

GIRLS. Under Boston University.

500 acres around Half

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Camp Idlewild for Boys.

Lake Winnepesaukee, N. H.

SCHOOL AND

... a department in Vogue for readers who are interested in modern education—summer and winter, at camp and in school. SCHOOL AND CAMP NEWS attempts to acquaint parents with the wide variety of activities, aims, and interests of schools and camps all over the country.

In the next few issues of Vogue, the news columns will take up, first, items of interest concerning camps and, second, more news about schools.

Whether your problem is what to do with Jack and Jill this summer, or where to send them to school next year, these pages may help you. For more specific advice or information, call or write Miss Marian Courtney, Vogue's School Bureau, Room 1928, Graybar Building, Lexington Avenue at 43rd Street, New York City. Telephone number: MOhawk 4-7500.

Parents May Visit

Teela-Wooket Camps for girls at Roxbury, Vermont, have an interesting attitude toward parents. From the very beginning of these camps, the parents have been welcomed as often and for as long as they can visit. The directors are ready for these visitors anytime after the first week. They play the camp golf course and fish in the well-stocked trout preserve.

So close is the relationship between camp and parent, that this year a guest cabin is being built for their convenience. The cabin was a suggestion of several mothers and fathers, and will be a pleasant place in which to read and rest during the camp quiet hour.

It is far enough away from the three camp units for peace and quiet, yet close enough for convenience. Teela-Wooket reports that they have always found the visiting parents unusually cooperative and understanding about routines... in no way the mildly disturbing influence that some other places found them.

4000 Hours on Horseback

That is the number of hours of safe horseback riding in a single season at Susquehanna Camp for Boys! This camp at New Milford, Pennsylvania, makes horseback riding one of its major activities. The horses are owned by, and kept at, the camp—resulting in real familiarity with, and training in horsemanship.

The beginner is taught gradually, with short, frequent lessons to avoid lameness or discomfort. Boys are graded from Tenderfoot to Rider, Trooper, and Horseman. Campers who pass the Tenderfoot class go for overnight riding trips in the moun-

tains. A mounted group leaves camp in the afternoon under the guidance of an experienced leader. There are opportunities in open country and wilderness trails.

Perhaps even more important than the horsemanship acquired is the sense of responsibility that these boys develop. The actual care of the horses—feeding, watering, currying, and stable chores—is done by the boys. And, believe it or not, the youngsters vie for the honour of grooming the horses! The camp has made its horses an incentive to skill and a means by which self-reliance is stimulated.

Nursery Camps

Yes there are several of them—camps where two to six-ers may be left by the day, week, month, or the entire season.

Parents who want to take trips, or who feel even their very young children will profit by "absent treatment," find these new ventures a real contribution. Usually they are in conjunction with long-established camps for older girls. Sometimes they are the result of the counsellors' own children. Always they have as their supervisors, nursery school teachers of standing.

Camp Owaissa, a camp for girls at Pocono Pines, Pennsylvania, has a nursery group—with trained nurse, bathroom, fireplace, sun-porch, and equipment for tiny tots, all under the supervision of a woman who runs a regular nursery school in the winter season.

Camp Kiniya at Milton, Vermont, has a "Garden Cottage for Little Girls" where tots from four to six are assured a delightful time under an experienced nursery school leader.

Neecarnis Nursery Camp is a unit of Camp Neecarnis at Baldwin, Michigan. The young children here live in the home of the director. They have their own beach, playground, pets and nursery school supervisor.

We mention these nursery camps, most of them in their second year, as particularly interesting to the family with an only child. The child under six is not too young to begin to live socially with his contemporaries.

Specialization in Summer

The Luther Gulick Camp for older girls, Sebago, Maine, has a new plan for its members. This camp believes that, after a year in school, girls should do things of their own choice, and that every girl has some one thing she would like to do more than anything else. The group of

CAMP NEWS

sixty campers will be divided into five units of fifteen girls—and each unit will have its own special activity. Riding, sailing and boating, arts and crafts, dancing, and music are the five classifications.

The girls will spend their mornings with their special group, under expert guidance. Their afternoons are their own—they may ride, canoe, sail, do craft work, or any of the countless diversions possible, under careful, unobtrusive supervision.

This is a progressive step towards specialization in one leisure-time pursuit, away from regimentation for older girls. It is a part of the Gulick Camps' study of the new generation with its earlier ability to assume responsibility.

Naturally, the entire life of the camp for younger girls (7 to 14) is more organized. Little Wohelo is a separate entity, planned around the dispositions and abilities of little girls.

The special activities groups provide for the girl who doesn't want an entire summer away from her music, yet does want camp life; the girl who desires to "live" her dancing; the horsewoman, novice or expert, who demands plenty of riding and instruction; the girls whose handicraft interest goes further than dilettante-ism, and the sailor-minded who welcome the several types of sailing-boats and a chance to learn real racing technique.

Boats Help Boys

Every family that harbours a fourteen- to eighteen-year-old male child has a problem each summer. Usually he has outgrown the routines of childhood vacations. Yet he needs direction and help in his leisure.

Tabor Academy at Marion, Massachusetts, offers a summer program for these boys—seven weeks of nautical life. Located at Sippican Harbor, and equipped with many small boats and a ninety-foot schooner, Tabor uses a boy's interest in boats to real advantage. Practical and theoretical seamanship is taught. Each boy learns to rig, sail, and race a small boat. Afternoon and weekend cruises under an experienced skipper teach a boy to take his turn in handling a ninety-foot schooner.

When the lads have become able-bodied seamen, they cruise along the New England coast, a thrill for any normal youngster.

But most gratifying to parents, a summer program of this sort turns out boys with a real and healthy hobby. They come home physically healthy and with that maturity that comes with self-discipline and keen interest.

Camp and Town

The old town and gown feud has had its echoes from time to time in the relations between summer campers and the nearest community.

Camp Sebowisha for Girls at Bryant Pond, Maine, has overcome any such feeling by tying up with the community in which it is located. Activities of real social value are a part of the camp routine.

The best of the dramatic and dancing activities of the camp season are presented at the local Town Hall—the proceeds going to the community church. Sometimes performances are given for the benefit of the Parent-Teachers Association.

The girls also have as a project—the raising of a fund to establish a free bed for children in a neighbouring hospital.

Summer camp life is, obviously, such a special privilege that it is significant when the camp urges selfless work upon its youngsters.

Barry Boys Tour

If your young son is eager to travel, and you have a sure knowledge that he still needs looking after, you will be glad to hear about the Barry Boys American Tour.

For several years, this organization has taken youngsters abroad for the summer, but, because of the devaluation of the dollar and the general unrest in Europe, it has planned an American Tour for 1934.

The boys (all of them between the ages of 14 and 18) leave New York on July 14, to go by boat to Havana, then on through the Panama Canal, up the Gulf of Mexico to San Diego, Los Angeles, and San Francisco. This link of the trip will take until July 30, and includes sightseeing and sports.

The second link of the trip will be at Flagstaff, Arizona, going by way of the Yosemite Valley. The boys will spend a complete month at Foxboro Ranch, enjoying all of the dude-ranch activities so dear to the young masculine heart.

The third step of the trip is across the continent to Chicago and the World's Fair. They will spend two full days at the Fair, then leave for New York to arrive on September 3. Naturally, the cross-country trip by train will include short stops at several representative American towns.

This sounds like a trip that many an older person would enjoy—and little short of a boy's paradise. The tour is conducted throughout by men young enough to have a boy's viewpoint, old enough to give excellent supervision.

GIRLS' CAMPS

OWAISSA

Camp of Happiness. 19th year. 100 mi. from N. Y. & Phila. on Pocono Mt. Lake. Every camp activity. Res. doctor & nurse. Senior-Junior Nursery Camps. Counselor training. Riding. MRS. O. V. PAXSON, 339 LANCASTER AVE., WYNNWOOD, PA.

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In the Rockies at Steamboat Springs, Colo. Separate camps for girls and adults. Pack trips to canyon country. Riding, jumping, swimming. Separate school of Theatre Arts and Dance. MISS MANSFIELD AND MISS PERRY, DIRS., 59 CENTRAL AVE., RYE, N. Y.

BOYS' & GIRLS' CAMPS

THE FENIMORE CAMPS

Lake Otsego, Cooperstown, N. Y. Boys 6-14. Girls 6-16. Horsemanship featured. All sports. Desirable associates. Sanitation, equipment, table unexcelled. 14 seasons direction of founder. MRS. C. A. FRAIDER, 240 EAST 20TH ST., NEW YORK CITY.

BOYS' CAMPS

AWOSTING

Minnewaska, New York. Boys 8-16. Three hours from New York. 2000 ft. elevation. Private Lake. Resident physician. General athletics. Sailing, Rifle, Woodcraft, Scouting, Riding optional. Booklet. WM. FABER DAVIS, 463 FAIRVIEW AVE., ORANGE, N.J.

CAMP HILLTOP

On mt. lake at Kelsey, N. Y. 4 hrs. N. Y. C. Christian. Boys 6-17. Sports. West Point leaders. Cabins, shops, gym. Riding in fee. No extras. Nurse. Sister camp Hill Manor. Booklets. MR. EVERETT HILLMAN, 8524-110TH ST., RICHMOND HILL, N. Y. C.

SUSQUEHANNA

In Susquehanna Mts., New Milford, Pa. 16th Season. For boys 6-17. Unlimited horsemanship riding. Under expert supervision, is included in moderate fee. Other interesting land and water activities. Illustrated catalog. R. T. SMITH, MALBA, WHITESTONE, L.I., N.Y.

LITTLE BEAR CAMP

For boys 5-14. Selected enrollment. Personal attention. All land and water sports. Riding. 78 miles from N. Y. C. In Orange Co. Mountains. Catalog. MR. AND MRS. JAMES V. MORROW, DIRECTORS, 15 MILLER STREET, CALDWELL, NEW JERSEY

CHOCONUT

Northern Pa. Private lake, 2,000 ft. above sea. Select boys under 18. Patrons in 20 states. Unusual equipment. 1,000 acres. College counselors. Resident physician. Canoe trips. Riding in fee. Tutoring. 39th year. Booklet. G. V. WINLOCK, JR., 530 WALNUT ST., PHILA., PA.

CAMP SAUGATUCK

50 acres, 50 mi. from New York City. 11th Season. Selected group 25 boys. All sports. Fresh and salt water. Excellent table. Camp life and home care. Inspection invited. MR. AND MRS. GEO. P. WEDDLE, WESTPORT, CONNECTICUT. PHONE 5754.

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For Boys. Daily riding included in fee. Swimming, tennis, canoeing, Cape Cod and White Mt. trips. Careful balance of rest and play. Nurse. Cabins. Juniors 5-8, Seniors 9-15. At Ashland, Mass. Bklt. S. V. HAYES, ST. GEORGE ARMS, BROOKLYN HGTS., N. Y.

Camp LAFAYETTE
On beautiful Lake Chateaugay in the Adirondacks. For 60 Catholic boys from 6-15. Exploring trips where Indians once paddled their canoes. Horseback trips, aquaplaning, tennis, marksmanship. Camp Jeanne d'Arc for girls. Catalog. Capt. & Mrs. C. J. McIntyre, 160 Rolling Rd., Cynwyd, Pa.

ADMIRAL FARRAGUT Summer Camp
Boys July 5 to Aug. 30
Nautical camp on historic Toms River near Barnegat Bay. Sailing, seamanship, navigation, cruises, land sports. 56 miles from Phila. \$275 includes uniform, tutoring. Winter School begins Sept. 26. Rear Admiral S. S. Robison, U.S.N. (Ret.), Supt. Catalog. Box 18, Toms River, N. J.

The "SCHOOL-CAMP"
The School-Camp Method—unique blending of tutorial program and sports for older boys • School and college entrance credits • Certification • A summer will save a year
Lloyd Harvey Hatch, Director
Wassookeag School-Camp
Dexter, Maine
WASSOOKEAG

BOYS' CAMPS

MARANACOOK

Camp for Boys 7-17. Readfield, Me. 25th year. Mature counselors. Cabins. Elective daily program. Riding. Sailing, Mountain, canoe, ocean trips. All sports. Band instruction. WM. H. MORGAN, DIRECTOR, 566 WHITE ST., SPRINGFIELD, MASS.

THORN MOUNTAIN

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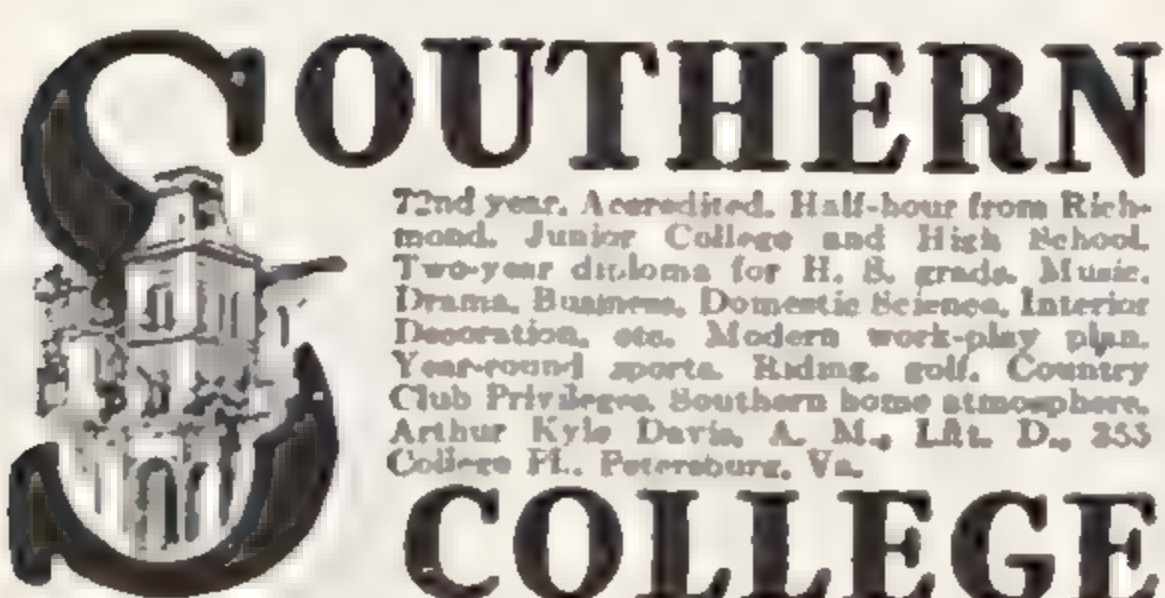
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training in the manual of the soldier for fifteen minutes. This drill is under the direct supervision of the head master, assisted by officers appointed from the student body to command the Company. Each Saturday morning a regular Military Chapel is held, including the receiving of the colours, the singing of the "Star-Spangled Banner," and the manual of arms. One of the features of these chapels is the reviewing of the Company by any of the Alumnae officers who happen to return for a week-end at the school.

Military drill has been found to serve a large purpose in correcting faulty posture, in ensuring prompt and silent obedience, and in promoting a fine sense of esprit de corps. A maximum efficiency with a minimum of equipment and formality has been the aim of this work.

According to Need

Lenox School at Lenox, Massachusetts, is trying a new system of teaching English mechanics—grammar and punctuation, to be specific. Tests in the school have shown that younger boys are often more competent in this than the upper-form boys. A new English class has been formed—with boys from all the four upper forms who are deficient. This class meets once a week, and instead of being taught, is given self-teaching and self-correcting exercises.

When a boy feels he has mastered a certain section, he takes a "mastery test." This must be passed with a high grade before he goes on. When he has completed the allotted work with a high standard of achievement, he is released from the course.

This class allows boys to proceed at their own speed and saves hours of class time. Most important, it saves needless teaching and repetitive work where it is not needed.

A School City

Cranbrook may mean a quaint village in Kent, England, or, to those of you on the alert for new educational projects, it may call to mind immediately the Cranbrook Foundation at Bloomfield Hills, near Detroit, Michigan. There are six units in this "city of schools"—a school for boys, one for girls, one for small children, an art academy, a science institute, and beautiful Christ Church. The buildings are interesting in that they carry out the spirit of the whole educational centre.

Cranbrook School, for boys from the seventh grade through high school, is an outstanding unit. It lays the foundations of a liberal education in an aesthetically pleasing setting.

CAMP NEWS

Close by, the Cranbrook Academy of Art and the Cranbrook Institute of Science, both open to the students, offer unique opportunities for the study of arts and crafts and the natural sciences. The Academy of Art contains studios, a museum, and an art library. Here are special drawing classes for the boys. The Institute of Science has its own well-equipped laboratories, an observatory, even a small zoo. Cranbrook boys enjoy the rare privilege of working with the Institute naturalists. Outlets like these for schoolboy energy are not only temporarily beneficial, but lead to a definite development of talents which might have been slighted or entirely overlooked. We can barely touch on the work of the Foundation in such limited space. Later, we may be able to describe Kingswood, the girls' school, and the other units.

Metropolitan Excursions

Miss Beard's School, at Orange, New Jersey, still retains the conservative quiet flavour of its earlier days—with one great concession to the changed viewpoint for girls. While their school days are orderly, undisturbed and simple, they are introduced to the most complex of all cities, New York.

Introducing is scarcely the word. Since the school is only an hour away from the city and special buses take the girls in, trips are frequent—and informative. You would expect these excursions to include points of cultural interest—and they do. The Metropolitan Museum, the best of current theatre, modern art, and special exhibits are visited often. But the unusual features are the other spots that are studied. Courses in science are made vivid by visits to the Museum of Natural History. Studies in food, shelter, and clothing are supplemented by hours at the Museum of Science and Industry. Visits are paid to research laboratories in nutrition at Columbia University, to famous couturiers of New York, to factories where fine shoes are produced.

Still more contemporary, a fine conservative school for girls has recognized that any study of economics must include a real knowledge of existing conditions. Miss Beard's girls study the New York Stock Exchange in actual operation. They observe and study great department stores in all of their manifold operations.

In short—there is no such thing as the cloistered life in to-day's school. Quiet? Yes. But alert to modern conditions, modern needs.

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TIDE-WATER

With the Cavalier Beach Club opening set for May 15 and a Rose Show starting May 16, Virginia Beach, Virginia, offers food for both the flesh and the spirit. At this time of the year with ramblers in blossom, as are the spring flowering shrubs, the dogwood and cherry-trees, it is not difficult to wish to see again, and very soon, this historic and picturesque tide-water section of Virginia. You're familiar, we know, with the grand golfing offered by the Princess Anne and the Cavalier courses, and horseback riding through the Virginia countryside in May . . . need we say more?

DOWN TO THE SEA

Marblehead, that quaint Massachusetts sea town of twisting streets and fascinating history, is considerably excited over the announcement that President Roosevelt intends to use Marblehead Harbor as the home port for his sailing activities this summer. With the International Yacht Races also taking place once more, it will be hard to speak of the "good old days" of the sea when there is so much activity in the present. For golfing facilities nearby, there are two fine eighteen-hole golf courses, one at the Salem Country Club and one at the Tedesco Country Club.

DEL MONTE

An interesting social and sports program has been planned for the spring and summer months at Del Monte, California. An important event on the May calendar is the annual Del Monte Dog Show on May 27, in which many prize dogs from all over the country will be entered. Special golf tournaments are held every week-end on Del

Monte's four championship courses, with the Rain Check Tournaments a feature every Saturday afternoon on the Cypress Point Course. From June 1 to June 3, the annual Del Monte Tennis Championship is to take place, with some of the leading players on the Pacific Coast participating. Swimming exhibitions are held every Sunday afternoon at Del Monte, and, for horseback riding, there are one hundred miles of bridle-paths in the Del Monte Forest.

HORSE-SHOW

The Atlantic City Horse-Show is being held this year from May 16 to 19. In two short years, this show has attained an enviable reputation as one of the most interesting events in the country for both exhibitors and spectators. The entire show is housed in the main hall of the Auditorium, which permits an unobstructed view of everything that goes on. Adjacent to the large ring are stabling facilities for over four hundred horses. In anticipation of well-filled classes in the harness division, several new classes are being added this year. Six-horse hitches will be very much in the limelight, and you do not have to be a horse fancier to thrill at the sight of six or more of these in the ring at the same time.

Horse-Show Week is also a gala time socially with the Horse-Show Ball scheduled for the night of May 18, and the supper dance on the following night after the show.

JUST TO KEEP POSTED

GOLF: Hot Springs, Virginia: Annual Old Dominion Championships, April 30 to May 5; Southern Conference Championship, May 3 to 5.

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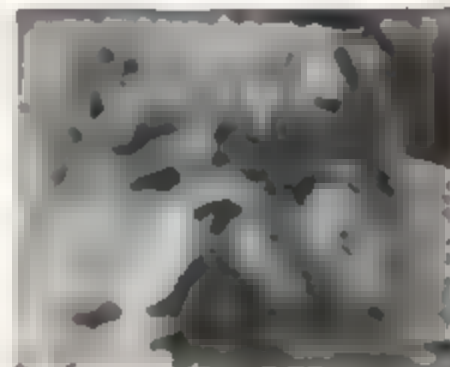
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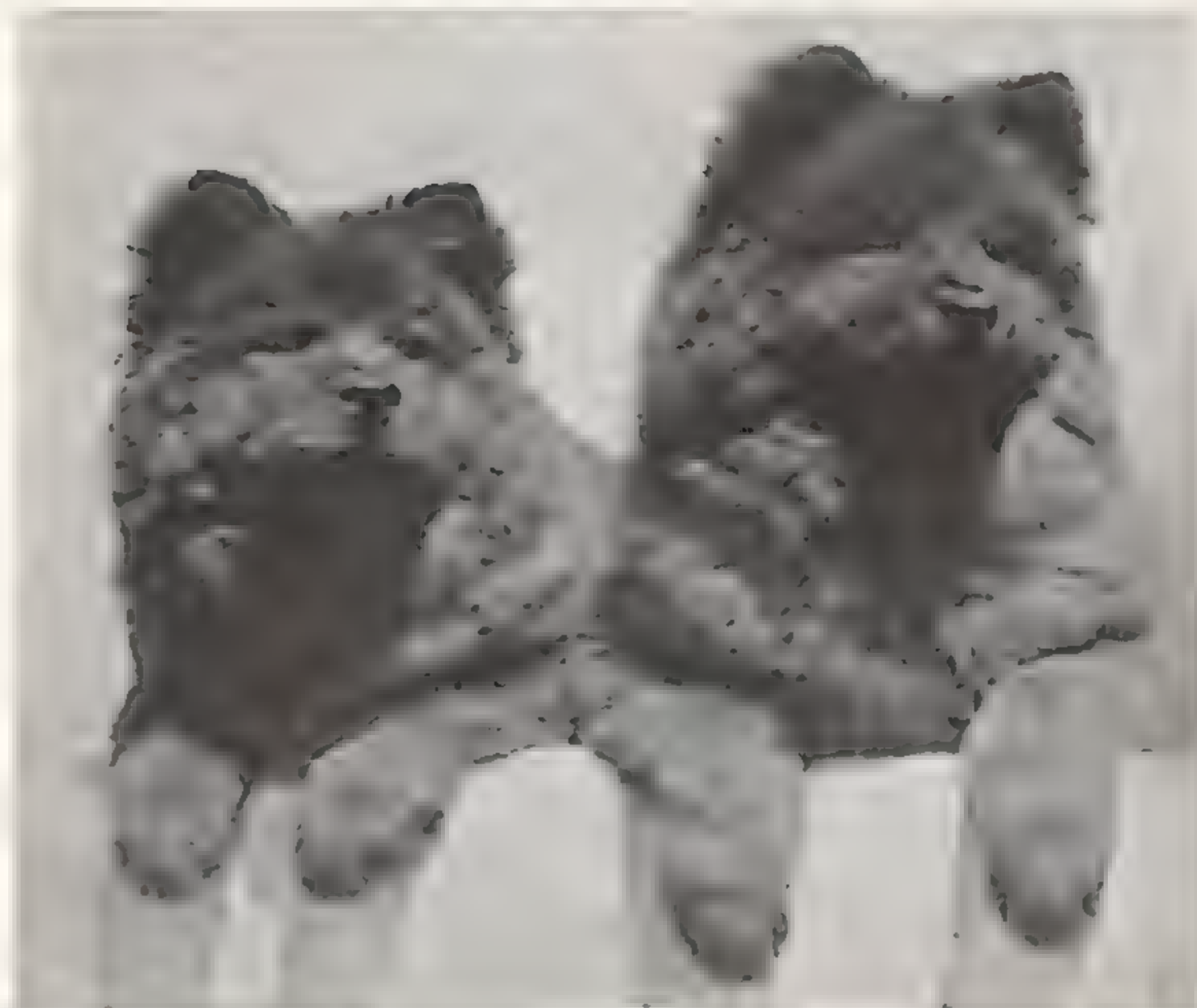
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The Gentleman from China

When you take your dog out walking, both ends of the leash ought to feel in temperamental affinity. A philosopher in a collar and a fluffy-headed deb are bound to grow mutually scornful. A delirious cat-chaser is no fit mate for an intellect that takes its hurdles gravely. You and your dog should be people of the same type—or each is going to underrate the other, and the partnership will end in the divorce court.

If temperamental affinity between you and your pal isn't the only consideration, you may be interested in the following facts. The Chow is a first class watchman, but non-noisy betweentimes. When he barks, he has something to say. He comes off on the rug as little as any dog—much less so than most. If well trained, he's good with children. Indeed, being more or less of a mandarin, he can even teach them manners.

Of course, the Chow hails from China. The Chinese are very fond of their own house pets—that is, the birds and dogs—but dogs in general draw mostly contempt from them. Chinese emperors took much interest in small dogs, commencing with the First Century, and Shantung, the home of Confucius, has always been famous for dogs. In earlier times the Chinese attributed the origin of all neighbors except those in the south to canine influence. The neighbors in the south originated with snakes, so they claimed.

The Chow Chow is undoubtedly a product of Northern China—which probably accounts for its close resemblance to the Eskimo dog, and often causes people to ask if it is red Eskimo. The blue Chow is China's sacred dog. In certain portions of the country, so it is said, the Chow is raised for its flesh, which is claimed to be tender, light in color, and resembling veal in taste!

Chows are dignified. They are unsociable with stran-

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The Gentleman from China

gers. With those they love, however, they are the last thing in kindness and consideration. They are extremely obedient. Puppies seemingly are born house-broken, and grown dogs are just about perfect in house manners and cleanliness. They are quiet in demeanor around the house, and unobtrusive. When handled properly—and this applies to all dogs—they are courteous with people outside of the immediate family.

They are not constantly yapping. When the Chow barks, it has a true and definite significance, so he is a first-class watch dog. With those he loves he is ready at all times for a romp or frolic. He adores children and is the safest kind of dog for a pet.

To be sure, the Chow is stubborn. This means simply that he is a dog with a mind and judgment all his own. He is a thinker and student of human character which, after all, are pretty good assets in a dog.

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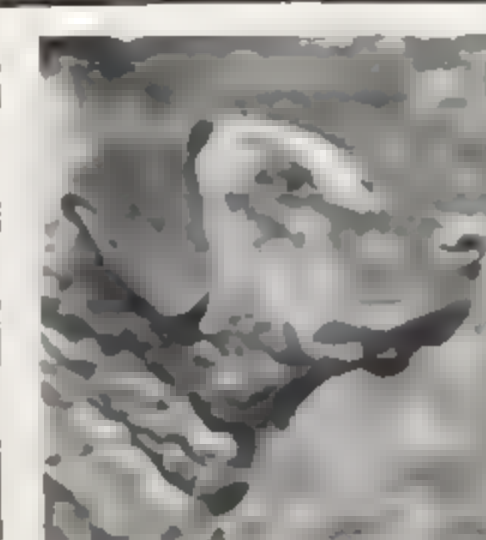
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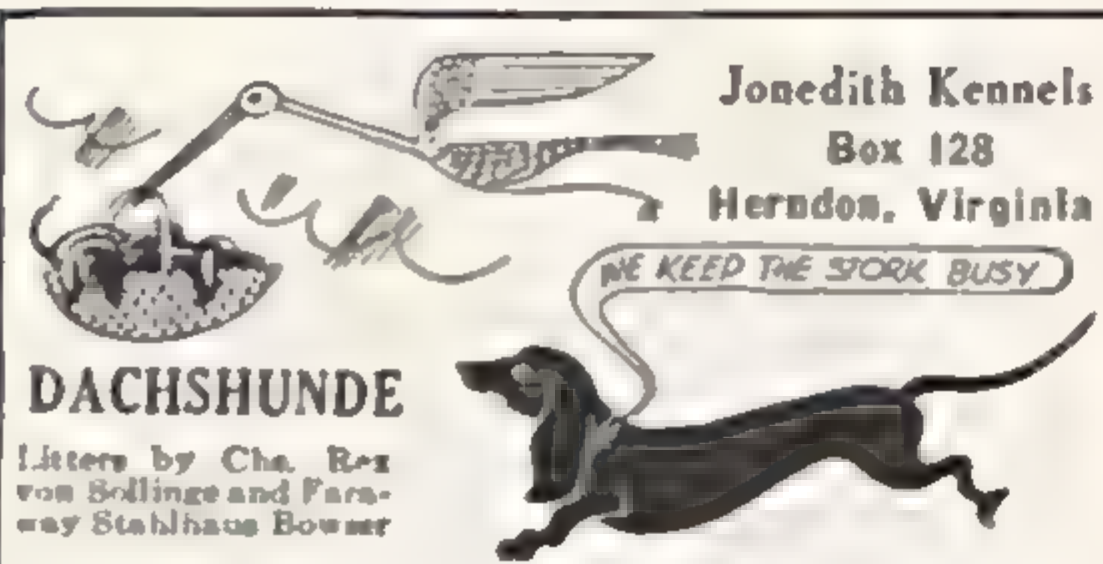
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The Gentleman from China

(CONTINUED FROM PAGE 16u)

privacy, especially when they look in his mouth. Strange dogs he generally passes nose in air, though, if the newcomer picks a fight, he finds a whirlwind included. Don't forget that the Chow is a very, very old breed and that he has all the pride that might be expected to go with plenty of distinguished ancestry.

This admittedly undoggy temperament has been given a frame of the utmost distinction. His lines and his coat he shares to a certain extent for type with the Sammy, the Huskie and the Elkhound, for his is an Arctic origin, back in the dawn of time. His colors are his own—the red of ancient lacquer, the black of ebony, a dusky blue that is startling with the black roof of his mouth and his black tongue, a yellow and a white that are rarer and even more astonishing. (These colors, of course, must be solid, except that the underpart of the tail and the thighs may be lighter.) His scowl, too, is his own, formed by the wrinkles on his forehead and shared, if at all, only by his compatriot the Pekinese. His ability to find his way home across strange country is a characteristic of the breed. His immunity to kidnapping is much the same—few dog-stealers can look in those eyes and not remember an engagement elsewhere. Amazing stories are told about his uncanny intelligence and fixity of purpose—and the funny part of it is, they're very largely true! One of them that comes to mind is that of a youngster that, having been sold to a perfectly good family a few miles away, simply and calmly decided that he did not like their individual and collective looks and so proceeded to take the first opportunity of hustling back 'cross-lots to the home kennel.

If you, too, are an odd one and rather pleased than disturbed over the fact—if you want a dog who will be a study as well as a distraction—think seriously of this Chinese gentleman who adds such cachet to a motor car. In picking him as a puppy from a litter all of whom are such delicious Teddy Bears, look for a short face, a short back, a dense coat, good bone, short feet and a well-twisted tail. When you get him home—if you're his own type—you won't make the proletarian mistake of hugging to excess a young person who doesn't wish to be mauled. In training him, you will use your well-known judgment. If you were so far to forget yourself as to yell at him, he wouldn't yell back but would file the fact for reference. When he grows up, you will be pointed out by people as an ideal couple—and neither of you will be in the least elated by the distinction. What do outsiders matter?

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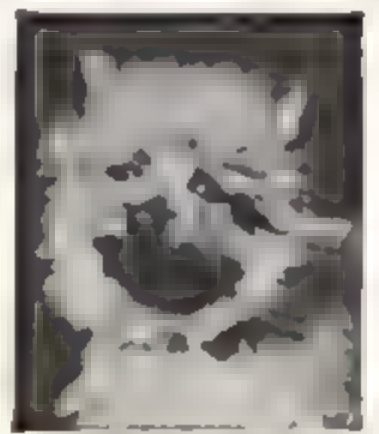
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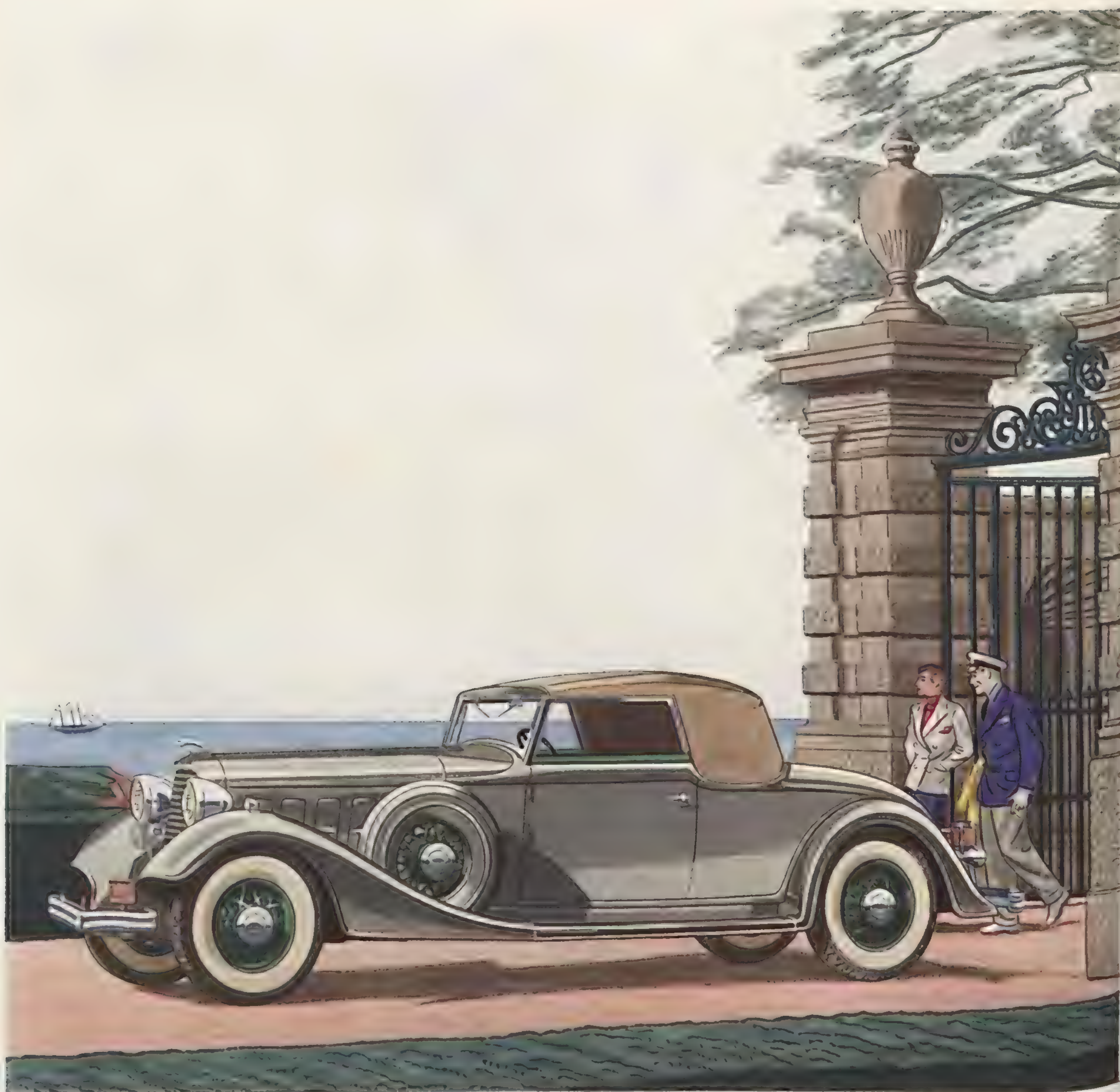


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Vogue Covers

More flowers



• We started the Flower Game in our last issue, by suggesting a few nurseries within a comfortable driving distance from New York. This time, we augment the list with some more nurseries full of spring-flowering bulbs, and a rock-garden.

The first place is down Jersey-way. It's Chester Jay Hunt's, at Little Falls. He specializes in spring-flowering bulbs, and they are planted in a setting that is full of ideas for those who have a little garden in their home. Mr. Hunt keeps his gardens open only until the end of May, and you must have an admission card to get in. But Mr. J. J. Lane (care of Vogue, 420 Lexington Avenue) will be glad to send you one free if you write him. And, really, the sight is well worth driving to Little Falls to see.

At Greens Farms, Connecticut, on the Shore Road, are the Cronamere Alpine Nurseries. They show rock-gardens and wall-gardens that are a joy to behold—with planting planned for special seasons and for all year round. The spring and early summer flowering is gorgeous—although any time you happen to be driving out that way, a visit will more than delight you. One particularly lovely spot is the pool—really a combination of pool and rock-garden. It shows just what can be done when knowledge and truly artistic composition are combined.

Lords and liquor



• With every few blocks blazing forth the signs of our liquor shops, it is a wonder there are not more of them that have distinction. But they are mostly of a pattern.

However, there is one that has a real air about it. Which is not surprising, as its guide and mentor is the Earl of Gosford. He, together with George Peabody and Clarence Smith, have opened up the Midtown Wine Shop at 17 East Fifty-Fourth Street.

The first few weeks after they opened, they announced that tea would be served every Wednesday. Lady Gosford poured (and poured tea), seated at a table in his Lordship's quiet little office, full of comfortable chintz-covered furniture. With the Gosfords' large following among the "carriage trade," it was no wonder that news of those Mayfairish parties spread about—with the result that there was so much gate-crashing that the parties had to be called off.

But with or without tea, the Midtown Wine Shop has several pieces of service to offer that make it especially attractive and definitely different from any of the liquor shops I know about. For one thing, there are safes which suburbanites or out-of-towners may use as their own cellars. It's a great convenience for those who, when they are in town, don't want the bother of ordering a special stock upon each arrival. They can simply go—or telephone for—as many bottles as the duration of a visit requires. Upon departing, whatever remains will be called for at the *pied-à-terre* and returned to the safe.

Another nice service of the shop should appeal especially to those who have not a large or varied wine-cellar, but may, when having a dinner where they want to "shoot the works," order a supply of everything from apéritifs to liqueurs. The day after the party, if you don't want to keep the stock that remains, Midtown will send for it and refund your money. You must, of course, pay for the whole lot at the time that you make the purchase, in order to comply with the law.

Lord Gosford, having been an officer in the Coldstream Guards, has had a colourful career which led him



portholes

Perforations go nautical in this shiny patent leather pump. A jaunty companion for your new spring sailor. \$13.75

SOMMERS

2 West 57th Street Near Fifth Avenue

the town

to all corners of the globe. Naturally, he knows a thing or two about what and how to drink. He can tell you of gin slings as mixed in the Malay Peninsula, or those cocktails concocted at the bar of the Jockey Club in Shanghai—the kind in which pearl onions are used. He likes to sit down and talk over your wine “problems” and goes to no end of trouble about you. One *grande dame*, even though she had a well-stocked pre-prohibition cellar, phoned Lord Gosford that she would like some especially nice Burgundy for a dinner-party that night. It was one of those record-breaking zero days, so the Earl had the bottles warmed, wrapped in cotton batting, and delivered by hand. Then, with the foresight of a true *sommelier*, he telephoned the butler and gave instructions as to just how the bottles should be cared for until used at the dinner. An incubator baby could not have been given more thought or care. Even though I saw no sign in the shop displaying the legend “we aim to please,” it is apparent that such is the wish of the management of the Midtown Wine Shop.

Mellerdrammer



• Now that we have no more prohibition, we return to thoughts of temperance. At least, it would seem so from the revival of a humdrum old temperance drama now going on in our mongst. It's “The Drunkard,” or “The Fallen Saved.” Melo? Very. H. V. Smith wrote it, and P. T. Barnum produced it in 1843 with stupendous success at his Barnum's American Museum. It was the first temperance drama in the country. It's now being played over on Fifty-Fifth Street between Third Avenue and Lexington at a place called the American Music Hall. In the early 'Sixties, they tell us, the script of the play was lost, and wasn't found

again until it turned up in a trunk in Berkeley, California, in 1926. Since then, it has been shown in Berkeley, Carmel, and San Francisco. And, at the time of writing, “The Drunkard” is on its thirty-ninth week in Los Angeles, tenth week in Portland, Oregon, and sixth week in Cleveland. Yes, sir, it's sweeping the country.

Mr. Harry Bannister, the actor, and Miss Leah Welt are sponsors for the Manhattan production. Mr. Bannister saw it in Los Angeles, and was so delighted with it that he decided to do a revival here. He walked our unyielding pavements until he found a suitable edifice—which turned out to be a Swedish-Baptist church that hadn't been occupied for years. In fact, the last time it was used was by some Holy Rollers, six years ago. Mr. Bannister took it over, took out the pews, put in wooden tables and Windsor chairs, festooned the balcony edge with American flags, smeared the walls with old theatrical bills and posters, left the baptismal font *in situ*, and got Mr. Franklyn Ambros, who has made a study of the stage design of that early period and knows the proper touch for forest and attic scenes of true melodrama. As a result, and with the addition of a cast that enjoys the play as much as the audience does, we have nothing short of a masterpiece.

And the production isn't all. No indeed. There are trimmings. Free beer, practically unlimited, pretzels, and coffee and sandwiches are all included in the admission price (about a dollar and a half). The barmaids sing, wear pantaloons, poke-bonnets, and flowered skirts and help create the atmosphere of that old American institution, the Music Hall. In between terrific scenes, members of the cast appear in front of the curtain to try to hale their audience back from the horizons of hysteria and horror with a little community singing—“Just a Bird in a Gilded Cage,” and other popular hits of the moment.

Let joy (Continued on page 22)

HER DIARY

Peq was Queen
of her College
May Festival—wired
me for white buck
pumps— I sent
those swell “Pringo”
sandals from
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HAIRDRESSING INC.

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 21)

be unconfined. Everything from cheering to hissing is allowed. Except—as a footnote on the program informs us—"Men and Women in the audience will kindly refrain from cracking peanuts during the performance; Gentlemen and Ladies do not need to be thus cautioned."

A little Paris



• Internationalism is rampant in the field of cocktail bars and night-clubs. And, if you want a trip to a smart Parisian *palais de danse*, you don't have to hop a transatlantic liner to get there. A couple of weeks ago, the Petit Palais opened its portals at 36 West Fifty-Sixth Street (the completely redecorated home of the erstwhile Club Europa) and installed three floors of entertainment for its patrons from twelve, noon, to three, morn. Totalling fifteen hours of continuous music; and taking into consideration luncheon, cocktails, dinner, after-theatre supper, a dance team, marionettes, and a variety of other entertainment, French, English, and American. Practically all-the-world under one roof—and an amusing place to go, that Petit Palais.

Tourney

• And here we are going into May, and the British-American Fencing Matches. You can see the preliminary rounds at the New York Athletic Club, at eight o'clock on Tuesday and Wednesday evenings, May first and second. (Admission about a dollar, and worth it.) The final rounds will be at the Biltmore Hotel, Thursday evening, May third—also at eight. (Admission twice the price of the preliminaries.)

The competition is for the Colonel Robert M. Thompson perpetual trophy. Colonel Thompson—who has since died—gave the trophy after the Olympic Games of 1920, in Antwerp, to promote additional sports relations between the British Empire and the United States. There are four men on each team for foil, *épée*, and sabre. Each man of one team fences every man on the other team—a total of sixteen bouts in each weapon, and a grand total of forty-eight for the match. The competitions are held every four years, between the Olympic games.

In 1921, at Washington—the first match—the score was 25 to 21 in favour of the United States, with two bouts tied. In 1923, London, the British team won with a score of 24 to 22, with two bouts tied. The third match, at New York in 1926, put the American team ahead by a score of 27 to 23. With teams so evenly matched, it will be a thrill to see what happens again this year. Joseph L. Levis is captain of the American team. Mr. C. H. Biscoe, who has captained the British Olympic team in former years, will be captain of this British team.

Intown courts

• Tennis enthusiasts who complain about having to confine their restless limbs to the city limits, need not fare so badly this summer. The town has burst forth with lots of courts, which even if the air isn't as pure as that wafted through your lungs out in Long Island or Jersey, is plenty good enough to keep you going and fit during the warm days.

One of the most convenient places is the club at Park Avenue and Sixty-First Street. Although primarily a private club, for about \$1 a year, you can become a transient member, paying your court fees as you play. This is one of the few intown clubs equipped with a restaurant—a semi-air affair with bar, where lunch and dinner are served.

East Riverites will welcome the Sutton Place Tennis Club at Fifty-Seventh Street and Sutton Place. Here, too, you pay only about \$1 for membership, and a fee each time you play. The charge varies according to the time of day, and it's the same whether you play singles or doubles. In other words, it covers the cost of the court. The charge for a court varies from around \$1.50 to about \$2.50. In the morning, from ten to two, is the cheapest time to play, with a sliding scale up to after five o'clock. The fee includes the use of showers. Only soft drinks are sold at the Sutton Club, which by the way, is under the same management as two others, West End Avenue and Ninety-Sixth Street, and Avenue A and Sixty-Seventh Street.

There's a whole list of other courts up-town and in Brooklyn, the Bronx, Staten Island, and Queens. All you have to do is to call up the U. S. Lawn Tennis Association, telephone Rector 2-3547, and they will gladly send the list of courts to you.



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VOGUE COVERS THE TOWN

Aquatics



• Since swimming pools are taking a more and more important part in our summer life, and the beach hour is often dragged out for the best part of the day, it's a good idea to look and do your best while you are in the rôle of a mermaid or mer(e)-man. And as outdoor swimming doesn't usually start officially until Decoration Day, you have a whole month in which to brush up on that Australian crawl stroke, or to perfect your dive so that it will bring forth a lot of applause instead of a resounding smack. Take a few hours a week these warm spring days and get ready for Neptune. New York is unusually well blessed with a number of pools—excellent pools which are sanitary, spacious, and equipped with all sorts of luxuries, such as artificial sun (to help prepare your pure-white body for the tanning to come). You don't have to belong to the River Club, Colony, or Junior League, or, if you are a man, to one of the many clubs which are equipped for swimmers. There are plenty of public pools where you can fare well. For instance, the Dalton Swimming School, 308 West Fifty-Ninth Street. This place has been operating in New York for thirty-four years and has a splendid reputation. The Park Central has a large pool, and, at the Hotel Parc Vendôme, there is another elaborately equipped pool.

For those living on the East Side, there is the popular pool at the Shelton Hotel, and also one over at the Sutton, 330 East Fifty-Sixth Street. Residents of Washington Square, Gramercy Park, or Chelsea, may do their diving and crawl strokes at London Terrace, 470 West Twenty-Fourth Street. And Brooklynites know about what the Hotel Saint George has to offer in the way of swimming, sun baths, and all sorts of things to get you ready for summer.

For men only

• Gentlemen who have registered complaints about Repeal having brought with it a lack of masculine bars, will be glad to know of a hotel which, like the Ritz, has had the foresight to open a strictly stag affair. The stag bar I refer to may be in a spot not often frequented—but it's very convenient if you are doing Broadway, especially if you are

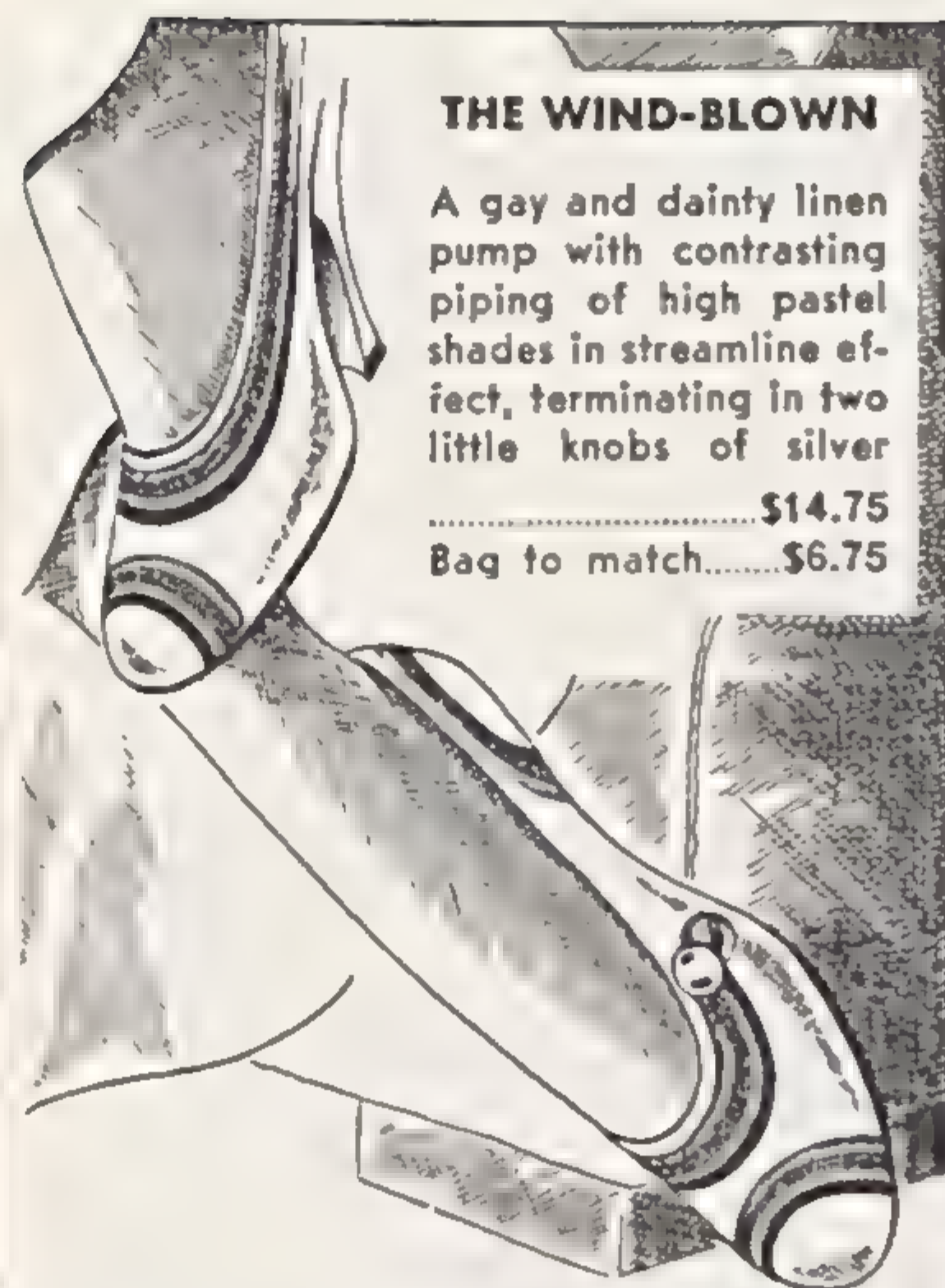
in one of the many theatres in its vicinity. I mean the Hotel Victoria's stag bar at Seventh Avenue and Fifty-First Street. Here the tables bear no cloths, not even red-and-white checked ones, nor are there gadgets and furbelows to detract from the tap-room atmosphere. The menu is limited and strictly masculine, specializing in such things as chops, steaks, seafood, and raw meat sandwiches. This bar should prove a welcome treat for a bachelor or benedict who finds himself on the West Side and feeling in the mood for monastic surroundings, but hasn't the time—or is too lazy—to make the trek across town to his club.

Passport travail

• Now is the season when, amidst the delights of preparing for that journey to another land, loom such foreboding chores as having your dentist give you a final "once-over"—and the red tape of visas and passport. As a matter of fact, even though I may not have a definite trip in the offing, if my passport is about to expire, I always start things going to secure a new one. I don't like the feeling of being unable to hail a cab and go down to a pier where a ship may be sailing at any moment. Probably, a phase of claustrophobia. In wending your way through the red tape of securing that passport, one of the most painful thoughts is of the terrifying photographs which will be glued to your open sesame for other countries and which will, like it or not, be labeled by your Uncle Sam as being your very self.

Having for years gone to one of those places that specializes in passport photographs, and send sandwich men through the highways and byways of lower New York to lure prospective voyagers frantic with last-minute details, I decided this year to do better by my face. So I went to the more convenient Bloomingdale's, where on the first floor "portraits" are taken. These, though they are no Cecil Beaton's or Ira Hill's, at least look something like you, instead of a cutthroat or drug addict. Three photographs of regular size cost around \$1.50.

As to visas, it was years before I woke up to the fact that it isn't necessary to go in person for them. Instead of standing in line amidst the garlic-laden atmosphere of emigrants returning to their native lands, your visas can be obtained by any one (Continued on page 24)



THE WIND-BLOWN

A gay and dainty linen pump with contrasting piping of high pastel shades in streamline effect, terminating in two little knobs of silver

\$14.75

Bag to match.....\$6.75



BERTHA SCHER

BE YOUTHFUL . . USE

*Living
Loveliness*
CREAM

Rejuvenates, revives and builds up the skin, stimulates, refines its texture . . . penetrates and corrects position of muscles. Conspicuous improvement in a few days.

Can be used at any time.

\$3.50

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at 57th street. new york city



Hair Artistry
A Permanent Wave as conceived and presented by Bernord az Guro is a creation of rare beauty.

Booklet upon request

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GURO'S Penthouse Studio, with open terraces, is a unique innovation. An ideal spot for sun air drying and general treatment during the hot weather.

HALE'S

*invites the bride-elect
to inspect*

A NEW SERIES OF BEDROOMS

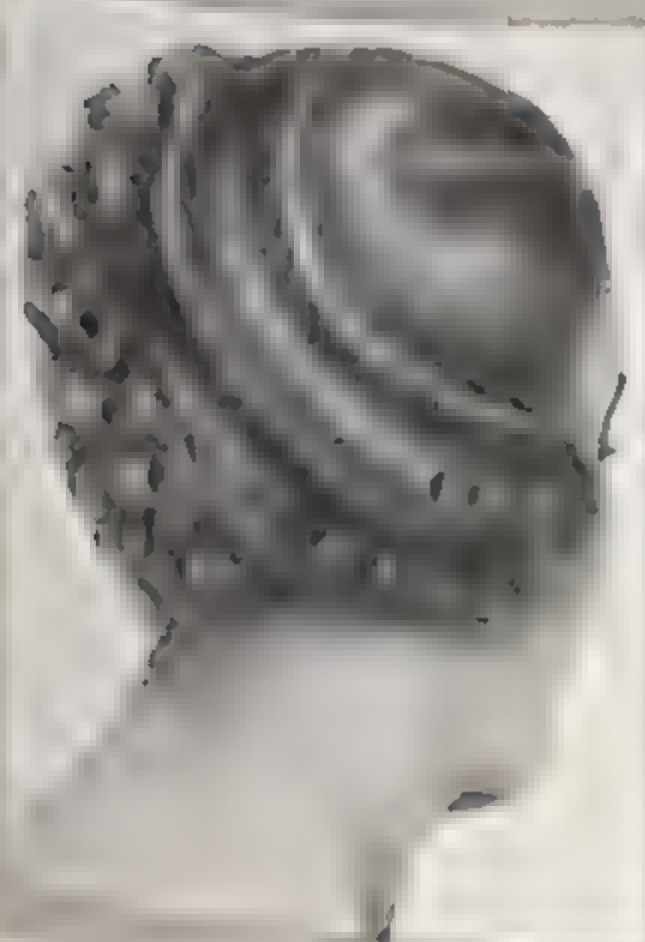
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ALICE RAND

An especially prepared presentation of modern and French bedrooms reflecting the season's smartest color trends with careful consideration of the conservative budget

FIRST SHOWING
ON AND AFTER
APRIL THIRTIETH

420 MADISON AVE.
BET. 48th AND 49th ST.
NEW YORK CITY



MR. JULIAN takes pleasure in inviting you to attend his daily demonstration of his exclusive SELF SETTING PERMANENT WAVE

Eliminating the nuisance and cost of upkeep, finger-waving, gluey lotions and drying by annoying heat.

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✓We lengthen and
widen Shoes

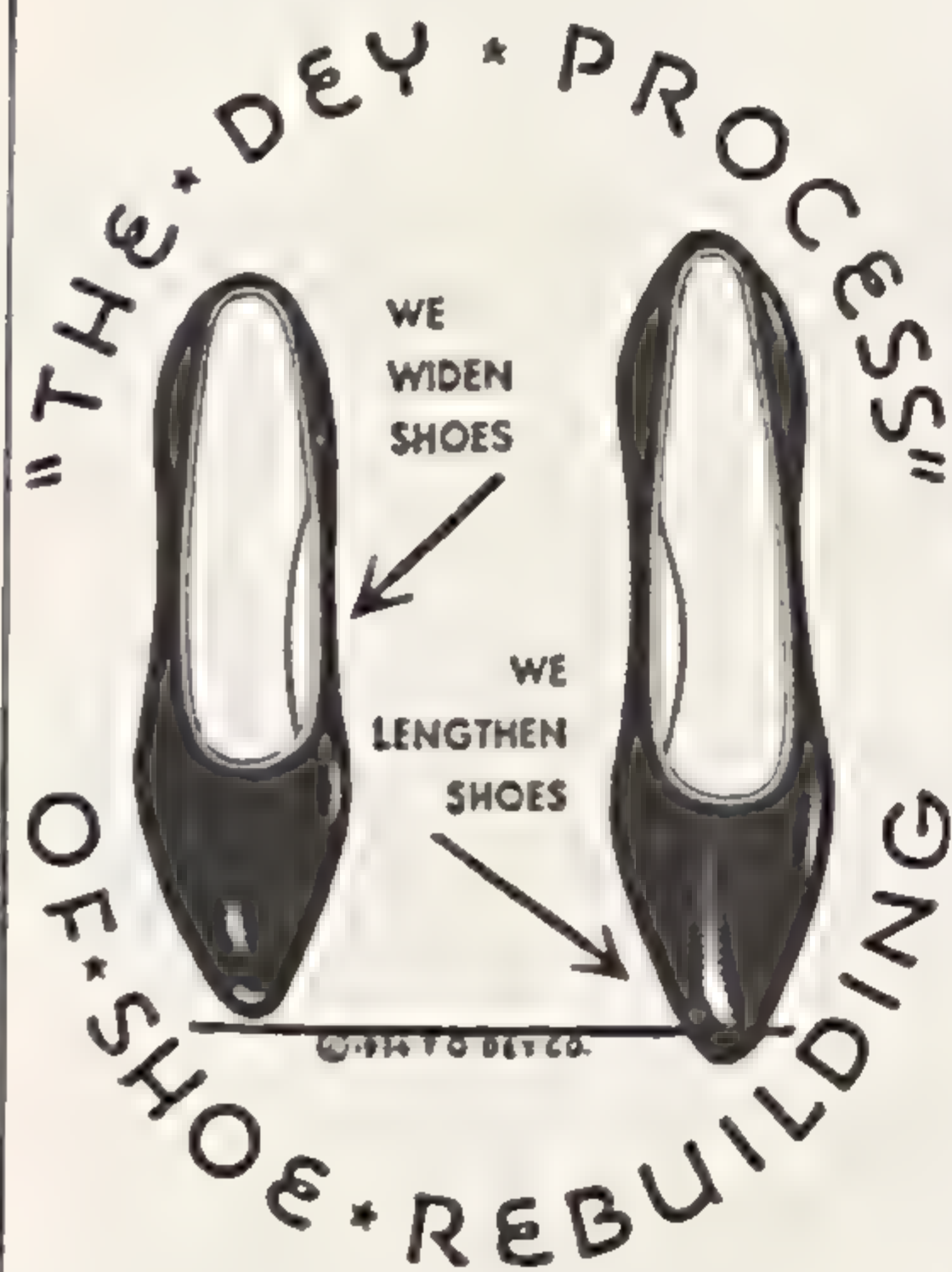
(not stretch)

✓We dye Shoes

(not paint)

✓We redress suedes
(or convert them to smooth
leather)

✓We correct every
ill that your shoes
fall heir to



Fashion says Blue!

Then why not let us dye your shoes the new Spring shades? As a matter of fact we can do a pretty thorough job of putting new life and sparkle into your entire shoe closet. We've skilled ourselves in shoe rebuilding to please the discriminating man or woman.

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Even If You Have A Book...

A whole library full of books for the improvement of your mind—here is just *one* book for the improvement of your face.

Vogue's Book of Beauty by the Editors of Vogue is a bible of practical information covering every phase of beauty care.

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NEW YORK CITY**

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 23)

whom you appoint to do odd chores—and to whom you can entrust your precious passport. The travel agency through whom you book, the steamship line, or hotel porters are the best bets. They know the ropes and are not as apt to be confused, which might be the case should you send one from your household staff less used to the red tape of travelling.

Dressing
Fresh Pineapple
Tea with Lemon or Demi-Tasse
Melba Toast

If you are going in for the Gaul system of reducing in a serious way, of course, you will want to have a consultation with her at 18 East Fifty-Third Street.

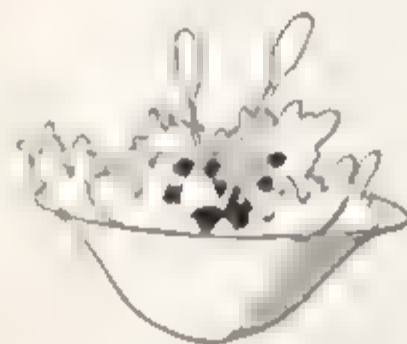
Charity bargains

• Not being one who frequents the town's many rummage shops, thrift shops, and the like, I was surprised and impressed when Mrs. Ernest Iselin recently guided me around that place which she has launched so successfully, the Generosity Thrift Shop, just north of Seventy-Second Street on Third Avenue. To me, it was amazing that a man could pick up a practically brand-new coat from Bond Street for only a few dollars, and that for an equally small sum, a woman could walk off with a Hat-tie Carnegie gown for which one of our best-dressed women in town paid hundreds and had worn only once.

All the merchandise at the Generosity Thrift Shop is donated, the proceeds going to six charities: The Children's Aid Society, Lenox Hill Hospital, Children's Welfare Federation, Stuyvesant Square Hospital, The Institute for Cancer Research, and the New York Exchange for Woman's Work. Mrs. Iselin is chairman of the Board, and, on the long list of prominent women who make up her committee, some of the names I remember are those of Mrs. Nicholas Brady, Mrs. Irving Brokaw, Mrs. Harvey Gibson, Miss Virginia Alexandre, Mrs. Lyttleton Fox, and Countess Eleanora Colloredo-Mannsfeld.

It's interesting to see the different types of people who patronize the shop—matrons of the *haut monde*, debutantes looking for an inexpensive bit with which to freshen up their wardrobes, actors seeking some accessory for a new part, and, of course, people of the neighbourhood

Stream-line Menu



• Under the guidance of Miss Constance Gaul, the Park Lane has come to the assistance of those in pursuit of beauty through dieting. A special Stream-line Menu is offered daily, along with the regular one, and those who don't dare look at the tempting dishes found on the latter may order from Miss Gaul's suggestion, doing so with the knowledge that they will not be taking on pounds. The Stream-line Menus sound attractive, too—not like those anaemic combinations usually associated with reducing. Here are a few:

Broiled Bluefish
Broiled Tomatoes
Lettuce and Watercress Salad, Special Dressing
Fresh Strawberries
Tea with Lemon, or Demi-Tasse
Melba Toast

Broiled Calves Liver and Onions
Fresh Asparagus with Lemon
Endive with Special Dressing
Fruit
Tea with Lemon, or Demi-Tasse
Melba Toast

Broiled Chicken
Fresh Brussels-Sprouts
Hearts of Lettuce with Special Dressing
Fresh Strawberries
Tea with Lemon, or Demi-Tasse
Melba Toast

Poached Eggs, Alexandra
Broiled Eggplant
Lettuce and Tomato Salad, Special Dressing
Melon
Tea with Lemon or Demi-Tasse
Melba Toast

Roast Lamb
Fresh Artichokes
Lettuce and Cucumber Salad, Special



THE PARIS HOUSE
OF HAUTE COUTURE FOR CHILDREN

MARCELLE JULIEN, INC.

22 EAST 55TH STREET, NEW YORK

ADA B. McDANIEL

110 SOUTH 19TH ST., PHILADELPHIA, PA.

Unusual

Hand-Knitted Clothes

REPRESENTED IN

Chicago • Columbus • Boston • Pittsburgh
Greenwich • Denver • Baltimore • Phoenix



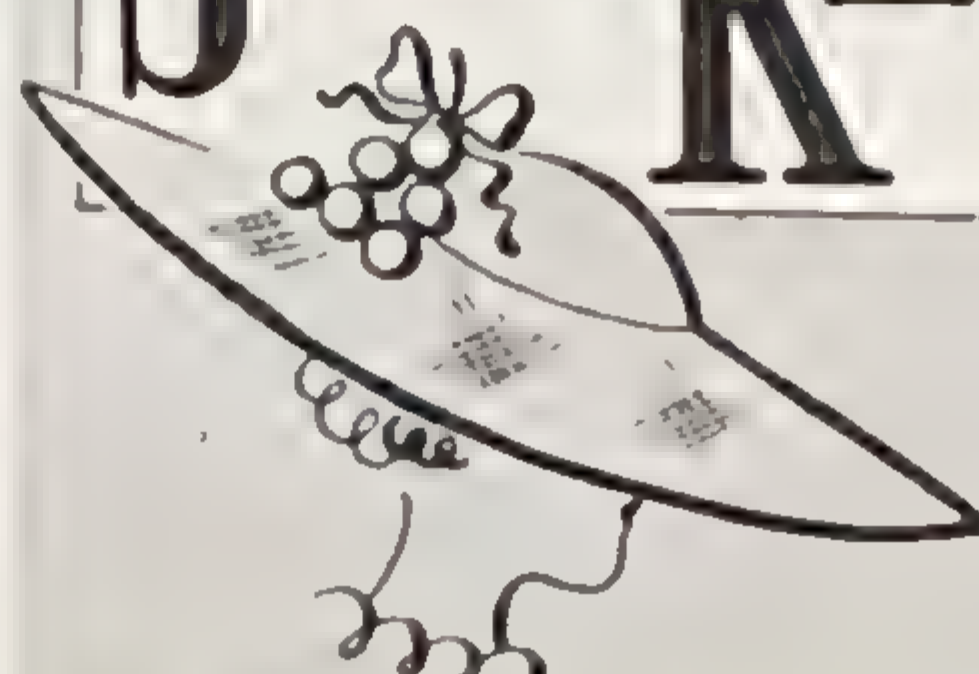
38 EAST 50TH ST., N. Y. C.

Mrs. Howard, Inc.

ANNOUNCING
A SUMMER COLLECTION
OF IMPORTS AND ORIGINALS
OF INDIVIDUALITY AND DISTINCTION.

Jean King, INC.

26 East 55th
NEW YORK



Whether our hats turn up or down we see that they do it with a flattering air. And don't forget they start at fifteen dollars.

VOGUE COVERS THE TOWN

—mostly of the white-collar class—who appreciate nice things, but who can not pay much for them.

I saw some *objets d'art* which I am keeping in mind for June wedding presents. For instance, a set of tiny Chinese porcelain bowls which had been donated by one of our well-known patrons of art. Though an impressive present, it's within my budget. Then, there was an ivory fan (donated by the same great house) which any bride would love to have among her drawing-room bibelots.

Flamingo bar



• Bars to the left of us, bars to the right of us—still they come. And it seems to me that every street you pass through displays announcements of more to open. The latest

one (at least at this writing—by the time of publication there will probably be a dozen or more newer bars) to arrive on Park Avenue, is Sherry's Flamingo Bar.

It is nothing if not gay, a flamingo-red being the dominant colour. Leize Rose is responsible for the decoration—so, quite naturally, the famous Rose stunt of using enlarged photographs for murals is the chief feature

of the place. Graceful flamingos are seen about the wall in all sorts of groups and postures. The murals have been finished with a glaze, and very effective it is. The same rich red has been used for upholstering the chairs—but it's such a soft tone, this flamingo-red, that you need not be afraid of going mad after a couple of cocktails. Altogether, this *débutante* is a very nice addition to the bars who have made their bow this season.

Better speech

• At commencement addresses and women's clubs for the past half-century, thoughtful educators have been making speeches on the value of speech. As a result of their ideas, many small groups have tried to raise a pure English tongue out of our various sectional *patois*, and have also tried to impress young ladies and gentlemen that their voices and inflection should sound like those belonging to young ladies and gentlemen. And now, something has been done to bring all these little groups together into one movement. It's called the Speech Center. Headquarters are at 126 East Thirtieth Street—an experimental laboratory, it is called, equipped with lecture-rooms, a little theatre, diagnosis-rooms (to discover whether you lisp your s's or (Continued on page 27)



with white wolf, 215.00

TRAVEL COATS

Our summer collection includes a number of light weight wool and plaid coats designed for the traveller. We believe that where fur is used it must be used plially and if possible be light in colour. We prefer to make your coat to order but we have many models in stock to select from.

We pay expressage both ways on furs sent to us for storage or remodelling.

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Lilly
DACHE
CHAPEAUX



485 MADISON AVENUE NEW YORK



Wynn Richards
COLUMBIA BROADCASTING BLDG., 485 MADISON AVE. AT 52ND ST., NEW YORK



New York is becoming most merry again. The art of dining and the incidental art of wining have been rediscovered. There is now almost an embarrassing number of delightful restaurants and night clubs competing valorously in victuals and viands, in entrancing settings and brilliant entertainment.

Listed in The Gourmets' Guide are many restaurants, clubs, cafés, and bars that smart Manhattanites enjoy—a sufficient number for you to gratify your whim for change; and a sufficient variety to enable you to suit your restaurant to your mood.

RESTAURANTS

COLONY RESTAURANT—667 MADISON AVENUE. Le Restaurant Par Excellence. Rendezvous de L'Elite. For reservations Telephone Regent 4-9479.

RESTAURANT LA RUE—480 PARK AVENUE. For quality and service. Luncheon music everyday. Dinner dancing 7:30 to 1 A.M. Where Park Avenue dines early or late. Volunteer 5-6374.

RESTAURANT MARIGNY—40 East 58th Street. A dining place for connoisseurs. "Bar Trans-Atlantique". Telephone Volunteer 5-7505.

SOMETHING NEW!
Visit the Snack Room
Restaurant Marguery
270 Park Avenue

RESTAURANT ROBERT INC.—33 WEST 55TH ST. Socially prominent rendezvous. Continental atmosphere. Announcing opening of the "Drum Room". For reservations Telephone Circle 7-6466.

RESTAURANT VOISIN—375 PARK AVENUE at 53rd Street. The oldest little restaurant on Park Avenue. For reservations Telephone Plaza 3-8074.

RESTAURANT CRILLON—For Distinguished Dining. Luncheon One Dollar—Dinner One-Fifty. Open Sundays and Holidays. 277 Park Avenue at 48th St.

HOTEL ALGONQUIN RESTAURANT—Rendezvous of the literary and theatrical world. Luncheon, Cocktail Hour, Dinner and After Theatre Supper. 59 West 44th St. Reservations VANDERBILT 3-2500.

FLORIDA RESTAURANT—37 EAST 50th ST. A smart Continental rendezvous catering to a discriminating clientele. Luncheon, \$1.—Special dinner \$1.75, also à la carte. Music for dinner & supper. EL 5-9585.

HAPSBURG HOUSE—313 E. 55th St. New York's newest and most interesting society rendezvous. "Cuisine Internationale." Excellent cellar. Luncheon, Dinner, Supper. Reservations. Eldorado 5-8493.

RESTAURANT KUNGSHOLM—142 East 55th St. Featuring famous Swedish Hors d'oeuvres. Luncheon, Dinner, "Prix Fixe", A La Carte. For reservations telephone Murray Hill 2-9066.

ZUCCA'S ITALIAN GARDEN, 118 WEST 49th ST. The rendezvous of the Park Ave. elite on the West side. Beautiful bar. Make your cocktail hour at Zucca's. Open until 1 A.M. Bryant 9-5311.

JANE DAVIES RESTAURANT
145 West 55th Street
Luncheon 50c 60c 75c Dinner \$1.00 \$1.25

THERESE WORTHINGTON GRANT offers the classic beauty of her cocktail lounge to New Yorkers of discrimination. Smoke a cigarette or sip a cool Julep at 290 Park Avenue.

MADELINE RESTAURANT—26 E. 54th ST. Where society goes to "see" and "be seen". Cuisine Parisienne, finest wines and liquors. Luncheon, cocktail hour, dinner, supper. Artistic entertainment. EL 5-9020.

OLD GIOLITO RESTAURANT—108 West 49th St. One of New York's most beautiful dining rooms. Established since 1907. Our experience enables us to offer the best of food, wines and service.

MARY ELIZABETH'S, Fifth Ave. at 36th St. Here the food is very good indeed. Strictly American cooking, expressed in the highest terms. Between dinner & theatre a delightful Game Room for pleasant relaxation.

THE TONY'S—59 WEST 52nd STREET. Where the literary and theatrical world meet to talk it over. Real Italian spaghetti and ravioli. The place to go after the theatre. VO 5-2322.

MAILLARD'S—387 MADISON AVE. at 47th St. Now serving Dinner \$1.25. Unsurpassed cuisine. Luncheon 90c up. Also A La Carte Cocktail Lounge—Service all day.

FRANCES LYNN—10 WEST 55th STREET. The place all economical New York is talking about! Dine in our open garden just off 5th Ave. Luncheon 35c and 50c. Dinner 55c, 75c and \$1.00.

EL CHICO, 80 Grove St.—Authentic Spanish food, wines, waiters, entertainment, music, furniture & decorations. Open for dancing & dining from 5:30 P. M. to 2 A. M. Dinner from \$1.50 & \$2. Tel. CHelsea 2-4646.

JANET—237 West 52nd Street. Specialty of "Soupe à l'oignon" (Onion Soup) and "Crêpes Flambee". Strictly cuisine Française in the warmth of Janet's hospitality. Columbus 5-8717.



SMART CLUBS

LEON & EDDIE'S—33 WEST 52ND STREET. Featuring Eddie Davis' Sophisticated entertainment. Luncheon, Dinner and Supper. Dancing and entertainment never stop. Telephone Eldorado 5-9414.

JACK & CHARLIE'S "21" CLUB
21 West 52nd St.
Good Food and Choice Wines
Murray Hill 2-7309

THE CLUB NEW YORKER—38 East 51st St. Where the smart set meet at cocktail hour, luncheon, dinner and supper. Jack Reis and his orchestra. WI 2-0977.

THE ONYX—72 WEST 52nd STREET where the stars of radio and the music world gather for cocktails, dinner and supper. Entertainment by the "Five Spirits of Rhythm." EL 5-9575.



DISTINCTIVE BARS

RITZ-CARLTON—MADISON AT 46TH. The Ritz Bar—Men's and Ladies' Bars are duplicates of Paris. Dick O'Brien of old Sherry's fame in charge. You're bound to find friends here.

ST. MORITZ—on-the-park, 50 Central Park So. Cocktail hour in the Bacchante Bar and Rumpelmayer's. Dinner and supper dancing in the Continental Grill. Variety of dinners from \$1.75.

SHIP BAR—121 EAST 52nd—Lunch—Cocktail Hour—Dinner till 10:30—Sunday English Breakfast and Buffet—Supper. Malcolm Whittaker as host. EL 5-8889.

THE MERRY GO ROUND BAR—146 E. 56th ST. For connoisseurs of fine Wines and Liquors. Food for Epicureans. Entertainment at Dinner and Supper. PL 3-3397.



CAFES

PARK LANE CAFE "Round The World Bar" where leading drinks of every country are served. Luncheon \$1. Dinner including cocktail \$2.25. Park Avenue at 49th Street. Wickersham 2-4100.

THE BARCLAY—111 East 48th Street. The Barclay Cafe—most attractive of all the bars. Popular before luncheon, at cocktail time, and after the theatre. Soft music, delicious hors d'oeuvres.

HOTEL DELMONICO, Park Ave. at 59th St. Byzantine Bar and Cafe, New York's Smart Cocktail Place. Luncheon \$1.25—Dinner \$2.00. Volunteer 5-2500.

SOCIETY

BIRTHS

NEW YORK

Kelly—On March 20, to Mr. and Mrs. Carlos D. Kelly (Madeleine B. McCarter), of Rumson, New Jersey, a daughter.

Ketcham—On March 31, to Mr. and Mrs. Gordon Ketcham (Marion L. Bischoff), a daughter, Marion Ketcham.

Smith—On March 24, to Mr. and Mrs. Edward Leffingwell Smith (Edna Tuthill), a daughter, Charlotte Allison Smith.

BOISE

Kay—On March 3, to Mr. and Mrs. Lionel Kay (Marjorie Moore), a son, Lionel Moore Kay.

BOSTON

Binney—On March 23, in Newport, Rhode Island, to Mr. and Mrs. Horace Binney, junior, (Constance Sturtevant), a daughter.

CHARLOTTE, NORTH CAROLINA

Cosby—On February 20, to Mr. and Mrs. Halcourt Cosby (Marcia Phelps), a daughter, Eleanor Cosby.

CHICAGO

Cantril—On March 27, to Dr. Simeon T. Cantril and Mrs. Cantril (Mary Grace Ahlstrom), a daughter.

ELIZABETH

Warren—On February 24, to Mr. and Mrs. Ernest Gardner Warren (Margaret Glidden), a daughter, Mary Worth Warren.

KANSAS CITY

Altman—On February 20, to Mr. and Mrs. Frank Gerard Altman (Virginia Atkins), a son, Richard Atkins Altman.

Nichols—On March 19, in New York City, to Mr. and Mrs. Frederick H. Nichols (Emily Logan), a daughter.

Snyder—On February 21, to Mr. and Mrs. Joseph Snyder (Barbara Bunting), a daughter, Marjorie Snyder.

LOS ANGELES

Burton—On February 26, to Mr. and Mrs. Alan Burton (Martha Simons), a daughter, Linda Burton.

Griffith—In January, to Mr. and Mrs. Ben Griffith (Katharine Seaver), a son.

Harbach—On February 25, to Mr. and Mrs. Edwin L. Harbach (Alice McReynolds), a daughter, Susan Frances Harbach.

Jeide—On January 8, to Mr. and Mrs. Winston Jeide (Dorothy Alexander), a son, Michael Jeide.

MONTGOMERY, ALABAMA

Brewbaker—On January 27, to Mr. and Mrs. William Styne Brewbaker (Cassie Leta Garrett), a son, William Styne Brewbaker, junior.

Weiss—On March 14, to Mr. and Mrs. William Fredrick Weiss, junior, (Carroll Beatty), a daughter, Norma Carroll Weiss.

NEW ORLEANS

Finley—On March 12, to Mr. and Mrs. Ridgley Finley, junior, (Eleanor O'Reilly), a daughter, Eleanor Finley.

PHILADELPHIA

Harrison—On March 22, to Mr. and Mrs. Joseph Harrison, junior, (Lucetia S. Heckscher), of Ardmore, Pennsylvania, a son, Joseph Harrison, third.

TORONTO, ONTARIO

King—On March 19, to Mr. and Mrs. C. Mackenzie King (Mabel McTavish), a son.

Russell—On March 26, at Niagara Falls, New York, to Mr. and Mrs. Roslyn V. Russell (Frances Warren), a son.

TULSA

Curran—On February 23, to Mr. and Mrs. John E. Curran, a daughter, Louise Curran.

Stahl—On March 9, to Mr. and Mrs. Eric C. Stahl, a daughter, Edith Sweetser Stahl.

WASHINGTON, D. C.

Jewett—On March 27, to Mr. and Mrs. Richard William Dickinson Jewett (Alice Groome Constable), of Nyack, New York, and Washington, D. C., a son, Richard William Dickinson Jewett, junior.

WATERBURY

Durfee—On February 28, to Mr. and Mrs. Charles P. Durfee (Beatrice Taylor), a daughter, Sallie Margaret Durfee.

ENGAGEMENTS

NEW YORK

Andrews-Seton—Miss Celeste Bradstreet Andrews, daughter of Mr. and Mrs. Alfred Carpenter Andrews, to Mr. Louis Henderson Seton.

ENGAGEMENTS

de Camp-Winpenny—Miss Julia Janet de Camp, daughter of Mr. and Mrs. Horace S. de Camp, of New York City, to Mr. Bruce Wisner Winpenny, son of Mrs. John S. Lawson, of Darien, Connecticut, and the late Bruce Wisner Winpenny, of Philadelphia, Pennsylvania.

Edwards-Morris—Miss Margaret Edwards, daughter of the late Duncan Edwards and Mrs. Edwards, of Greenwich, Connecticut, to Mr. Dudley H. Morris, junior, of New York City, son of Mrs. Powell Morris, of Burlington, Vermont, and of Dr. Dudley H. Morris, of Charlottesville, Virginia.

Hunter-Whitman—Miss Penelope Grenville Hunter, daughter of the late George Grenville Hunter and Mrs. Hunter, of New York City and "Blueberry Hill," Salisbury, Connecticut, to Mr. Roger Curtis Whitman, son of Mr. and Mrs. Roger Bradbury Whitman, of Garden City, Long Island.

Livermore-Ripley—Miss Gladys E. Livermore, daughter of Mrs. Channing W. Hare and the late John R. Livermore, to Mr. James Hazen Ripley, son of Mrs. Charles R. Scott and the late Sidney Dillon Ripley.

Pyne-Bacon—Miss Agnes Landon Pyne, daughter of Mrs. Moses Taylor Pyne, junior, to Mr. Robert Ogden Bacon, junior, son of Mr. and Mrs. Robert Ogden Bacon, of New York City and "White Lodge," Newport, Rhode Island.

Roesler-Baker—Miss Agnes Rutherford Roesler, daughter of Mr. and Mrs. Edward Roesler, of Great Neck, Long Island, to Mr. Elliott Conger Baker, son of Mr. and Mrs. John C. Baker, of Great Neck.

BOISE

Barton-Watt—Miss Eleanor Rose Barton, daughter of Mr. and Mrs. C. A. Barton, of Los Angeles, California, to Mr. Harold B. Watt, of Seattle, Washington, son of Mr. and Mrs. William M. Watt, of Yakima, Washington.

BOSTON

Coyle-Graves—Miss Emily Lawrence Coyle, daughter of Mr. and Mrs. Philip Edward Coyle, of Brookline and Harvard, Massachusetts, to Mr. William Hagerman Graves, junior, son of Mr. and Mrs. William Hagerman Graves, of Boston and Annisquam, Massachusetts.

Lovering-Dana—Miss Lydia Lovering, daughter of Mr. and Mrs. Richard Sears Lovering, of Boston, Massachusetts, and Hoffman, North Carolina, to Mr. David Turner Dana, junior, son of Mr. and Mrs. David Turner Dana, of New York City and "Birchwood," Lenox, Massachusetts.

Platt-Ferry—Miss Elizabeth Nelson Platt, cousin of Mr. and Mrs. Weston Howland, of Milton, Massachusetts, to Mr. George Jackson Ferry, third, son of Mr. and Mrs. George J. Ferry, junior, of Montclair, New Jersey.

Warren-Richardson—Miss Helen Warren, daughter of Mrs. Samuel Dennis Warren, of Boston, Massachusetts, to Mr. Frederick L. W. Richardson, junior, son of Mr. Frederick L. W. Richardson, of Charles River, Massachusetts.

CHARLOTTE, NORTH CAROLINA

Craig-Shaw—Miss Frances Vance Craig, daughter of Mr. and Mrs. David Jenkins Craig, of Charlotte, to Mr. Norman Shaw, of New York City, son of the late Mr. and Mrs. Frank Lyman Shaw.

NEW ORLEANS

Menge-Scott—Mrs. Ruth Jahneke Menge, daughter of Mr. and Mrs. Walter Jahneke, to Dr. Joseph Thomas Scott, junior, son of Dr. Joseph Thomas Scott and Mrs. Scott.

PHILADELPHIA

Laird-Downs—Miss Molly Laird, daughter of Mrs. William Winder Laird, of Wilmington, Delaware, to Mr. Ellison Downs, son of Dr. Robert N. Downs, junior, of Germantown, Pennsylvania.

MacDonald-Sharp—Miss Janet MacDonald, daughter of Mr. and Mrs. Robin MacDonald, of Villa Nova, Pennsylvania, to Mr. Thomas H. Sharp, son of Mrs. Walter P. Sharp, of "Hopelands," Ithaca, Pennsylvania.

SAINT LOUIS

Bell-Colner—Miss Lorraine de Courval Bell, daughter of Colonel Ola Walter Bell, U. S. A., of Portland, Oregon, to Lieutenant Richard Tide Colner, junior, son of the late Colonel Richard Tide Colner, U. S. A., and Mrs. Colner, of Washington, D. C.

Moulton-Bartlett—Miss Jane Moulton, daughter of Mr. and Mrs. William Horace Moulton, to Dr. Willard Bartlett, junior, son of Dr. Willard Bartlett and Mrs. Bartlett. (Continued on page 97)

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 25)

whistle them), a talking-picture studio, and a radio broadcasting studio. The Speech Center intends to express itself through all the arts of speech, together with all subjects on it. They'll record thousands of specimens and samples of the national jargon, and try to evolve a standard speech, and then train men and women to teach it.

In case you're interested, the Speech Center is open from nine-thirty in the morning until ten at night—which ought to give you ample time to learn to speak the President's English.

Barbetta's



• Ever since the old days when it was tucked away back of the Metropolitan Opera House and song-birds flocked there for their spaghetti and Chianti,

Barbetta's has had a very special appeal. It has somehow managed to capture the feeling of many of those places where you have dined in Italy, and you are relieved to find an absence of scenery showing bad paintings of Venice or erupting Vesuvius. And Barbetta's is spacious and airy—and that is probably the reason I thought of it on one of our first warm days. Its sole decoration is a series of Italian travel posters which

are so difficult for those affected with Wanderlust to face.

A blackboard on which the dishes of the day are written in white chalk announces your favourite Italian dishes. It's à la carte service at Barbetta's, prices are reasonable, and the cooking is excellent. Proof of this is the fact that the place is still patronized mostly by sons and daughters of Italy, who know what constitutes real cuisine of their country. It's just west of Eighth Avenue—at 321 West Forty-Sixth Street.

Fifth Avenue estate

• Practically without leaving the fireside, you can see a nice bit of landscaping around a country house at a place you've probably visited a couple of times already—W. and J. Sloane's "House of the Years." Most people notice the bright doorway, and then dive right into the interior, where they have fun playing around through those knock-out rooms. But the planting of the grounds is well worth while, too. Bobbink and Atkins, who are responsible for maintaining it, are changing the garden scene in the same way that Nature does, with spring flowers and plants—in accordance with Mr. Armand R. Tibbitts' plans for the kind of garden in which a "House of the Years" could grow.

"FLANEUR"



Bedroom Chic

Practical to perfection with a lift to love of nice things—Spread of crinkled washable crêpe, pastel shades, with hand-appliqued monogram and binding in white—Comfortable to match, hand made, lamb's wool filled, in two tone if desired. 2 weeks' delivery. Double Bed Set \$27.50.

\$25. Comfortable and Spread for Single Bed.

B O U R N E F I E L D

LINENS TROUSSEAU LINGERIE
TWO EAST FIFTY SEVENTH STREET, NEW YORK

Gown
designed
and made
to order by
Jennie Franklin Turner
25 East 67
New York



Wanamaker's Coin de Paris

presents that Paris which is known to the most distinguished Parisiennes and to the smart International Set—who never adopt obvious fashions, spectacular in the news—but who understand the subtleties of the Mode—and the art of individuality.

Coin de Paris makes dresses—hats—ensembles—to your order (always expressing your personality) in the Manner of Paris—at conservative prices.

MAINBOCHER'S Evening Ensemble that introduces a very new and clever idea in capes is one of the outstanding successes of the season.

FOURTH FLOOR, NORTH BUILDING

John Wanamaker New York
Broadway at Ninth Street



MARIA GUY

8 PLACE VENDÔME

Green and red ribbon is the chic trimming on this enormously flattering wide-brimmed hat of white straw

FROM PARIS HOUSES

PAQUIN

3 RUE DE LA PAIX

Heavy black crêpe is used for this beautifully cut evening gown which buttons from top to bottom and masses its skirt fulness in front. With it is worn a short red velvet jacket trimmed with a luxurious collar and cuffs of marten



VOGUE STUDIO



VOGUE STUDIO

MARTIAL
ET
ARMAND

10 PLACE VENDÔME

Black-and-white printed organdie, ingeniously embroidered with polka-dots made of diagonal strips of black taffeta is the chic material of this evening gown. A debonairly swinging jacket of black taffeta completes the ensemble

FROM PARIS HOUSES



VOGUE STUDIO

The Chinese influence is evident in this evening ensemble of gleaming silver lamé and simple, beautiful lines. The severity of the charming Coolie coat is relieved by a softly draped collar and three-quarters sleeves that flare wide and gracefully below the elbows

JENNY
8 RUE ROYALE



VOGUE STUDIO

ROBERT PIGUET

5 BIS, RUE DU CIRQUE

This charming cocktail dress of black crêpe and white piqué is one of the successes of Robert Piguet. Piguet is the youngest of the French couture houses and counts among its collaborators Mrs. Pam de Wardener, a prominent member of the American Colony in Paris

FROM PARIS HOUSES

JODELLE

23 RUE ROYALE

This strikingly simple evening gown of pale blue faille is a characteristic interpretation of the wind-blown silhouette with its sweeping-forward movement. Note the clever manipulation of the little cape that gives a very exciting new line to the shoulders



GEORGES SAAD



SAKS — DELMAN MODELS

Saks-Fifth Avenue presents, with great pleasure, the Summer collection of original Saks-Delman footwear, models uncommonly lovely and characterized as always by fresh and individual design. Distinguished evening and afternoon styles. A new series of sports shoes with super-welt soles of surprising flexibility. Innovations of line and decor as graceful as they are striking. The collection is now being shown in the Saks-Delman salon on the fourth floor. Exclusive with Saks-Fifth Avenue. Two important evening fashions are shown below.



Saks-Delman Evening Sandal with black satin heel and front strap, black and green satin toe straps. Shown also in black with red, red with green and white with flesh. Design patent applied for 16.50



Saks-Delman Evening Sandal of ribbon brocade in an Indian design. In gold and green, gold and red, silver and purple and silver and orange. Square jewelled buckle. Design patent applied for 18.50

SAKS FIFTH AVENUE

VOGUE

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IS PUBLISHED TWICE A MONTH



MAY 1, 1934

COVER DESIGN BY GRAFSTROM

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HAT DESIGNED BY LILLY DACHÉ; DRESS DESIGNED BY JO COPELAND. THE HAT IS AVAILABLE FROM LILLY DACHÉ, THE DRESS FROM ROSE AMADO, IN NEW YORK. DRESS AND HAT ARE FROM I. MAGNIN IN CALIFORNIA

THIS BIG RED STRAW HAT IS TRIMMED WITH PINK AND WHITE DAISIES AND A BAND OF BLACK TAFFETA. THE CRISP JACKET OF SHIRRED WHITE ORGANDIE TOPS A BLACK CRÊPE DRESS IN THE NEW, SLIGHTLY LONGER LENGTH FOR DAYTIME

THERE ARE THREE VOGUES
AMERICAN, FRENCH & BRITISH
MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE
ALISON SETTLE-EDITOR OF BRITISH VOGUE

EDNA WOOLMAN CHASE — EDITOR-IN-CHIEF OF THE THREE VOGUES

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FRANK F. SOULE, BUSINESS MANAGER/PRINTED IN THE U. S. A. BY THE CONDE NAST PRESS/TITLE VOGUE REGISTERED IN THE U. S. PATENT OFFICE, EXECUTIVE AND PUBLISH-
ING OFFICES: GREENWICH, CONN./EDITORIAL OFFICES—GRAYBAR BUILDING, 423 LEXINGTON AVE., NEW YORK, N. Y.—CABLE ADDRESS: VONORK, NEW YORK. VOGUE
FOREIGN ADDRESSES: LONDON, 1 NEW BOND STREET, LONDON W. 1—CABLE ADDRESS, VOLON; PARIS, 85-87 AVENUE DES CHAMPS-ÉLYSÉES—CABLE ADDRESS, VOPAR. SUB-
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Bellodgia



Parfums

CARON



Vogue's-eye view of the mode



DON'T be flustered by this bewildering welter of snap-shots. The chaos is only superficial. Each picture shows one clear thought, one bright and particular quirk from the brain of a French designer in the last Collections. Some of them are, frankly, a bit cock-eyed. And because we show you a stuffed bird on a dress or high boots on bare legs doesn't mean that we urge

you to wear either. A fourth of fashion is fantasy—not to be taken too much to heart or to wardrobe. And, as our job is to report all fashion, the fantasy goes with it—a fillip, a vastly entertaining by-product to the main evolution of dress.

Now for the brass tacks. Above (left), is that new black wool coolie beret of Maria Guy's. It was worn by several of Marcel Rochas' mannequins and may be *the* Beret of 1934.

At the top of the page, working from left to right, is a monkish hood for cynical modern heads—one of Creed's humorous ideas. It's attached to a hip-length jumper of checked tweed called "Fra Angelico"—to protect you from pneumonia when you're in your shooting-box at five A. M.

Next in line are Chanel's gold pheasant-feather cap and gold Mercury-wing brooch, Molyneux' square hat of black-and-white silk crêpe, and an ear pierced (deceptively) by Boivin's white-gold arrow—in reality a painless clip.

Starting on the downward path are Schiaparelli's jabot of blue-and-beige feathers (for a eucalyptus-grey suit); a blue chiffon cape hung with ostrich plumes by Molyneux; Schiaparelli's accordion-pleated blue calf purse; a decorous peach chiffon underskirt that shows when you lift the train of a black Worth dress; and a pleated taffeta petticoat peeking out from a slit in a Schiaparelli hobble-skirt.

The bird on the shoulder (worth two on the hat) is a Marcel Rochas' quirk; the linen and patent leather beach boots (to keep sand out) were thought up by Worth; and Molyneux is the father of the flower idea that closes our tour: lilacs in a flourishing spray on the shoulder of a green crêpe dress.





Unposed, comradely, and utterly charming are this modern "Mother and Child"—Mrs. Robert Livingston Stevens, junior, of New York, and her four-year-old daughter, Mary Ann



International Code for Children

WITH all the present-day talk about international this and international that, it is the children, the small people to whom "armaments" is only a history-book word, who are the real internationals. They look, at least, as if they were. The smart children of four nations—Great Britain, France, Italy, America—have, to-day, a sort of international chic to their dressing. It is as if there were a sartorial Esperanto, which they all spoke.

To-day, the chic little American eight-year-old girl dresses to all intents and purposes just like her little British and her little French eight-year-old sisters. In the last few years, by combining the crisp quality of French children's clothes, the sturdy quality of English children's clothes, a universal standard of juvenile smartness has been reached, and it is this universally accepted standard which results in what we call the international chic of children. Of course, it is quite a new thing.

Ten years ago, one could tell English children, French children, at a glance, by the clothes they wore. Dupont Circle, in Washington, where well-bred children from the Embassies and the senatorial mansions were sent to play with their nurses, was a great place to play the game of spotting nationalities. That dark, curly-haired little girl whose dresses are so short that they expose the whole of her small round thighs, wearing a perky and rather impractical bonnet and attended by what is patently a *bonne*, is unmistakably French. These stout, fair children dressed in superb tweeds, superbly tailored, are surely from the British Embassy. And one can see that the crew of shrieking children in serge skirts and middy-blouses are our own American younger generation. There is a sort of hush for a second in the Circle, and a large, shining town car draws up at one of the entrances. The most fantastic little figure gets

out. A tiny violet velvet coat and cap, long black silk stockings, slim patent leather slippers, and, pinned to the little sable collar, a bunch of Parma violets. It's a small, very feminine Viennese, attended by her correct and somewhat disapproving English Nanny, in a long dark blue veil. Thus, ten years ago, children were, by the nature of their clothes, made to appear quite as distinctively national as their parents—perhaps more so.

It is probably the generalized spread of sports for children as much as anything else which has brought in a universal style of dressing. Travel, too, has helped. But to-day, smart French children, like British and American children, are introduced practically in infancy to the ardours of *le sport*. And all nationalities play more games, better and earlier, than ever before. French ruffles, French chi-chi, had to be done away with to allow the Gallic infant a free play of arms and legs. The style of dressing the British child, whose distinction has always been recognized, forms the basis of the new international chic. But the delicacy of French party clothes, and the practicality of American school clothes, contribute to it. It is a kind of merger of all the best in the various national manners of dressing children.

Children to-day partake of this internationalism literally from birth. Fat, pink little babies all over the smart world are sitting up in their low-hung, dark-blue enamel, rubber-tired, British prams, waving practically identical rattles. Their bursting little bodies are all washed with the finest soap, of course. They wear exquisitely embroidered, gossamer-sheer lawn dresses trimmed with a little lace, and made in France—cut short enough to allow for good unrestrained kicks. The medical profession in a body forbids fur, or too warm bonnets, so these infants wear

CECIL BEATON



YSABEL AND ARIEL, DAUGHTERS OF PRINCE AND PRINCESSE DE FAUCIGNY-LUCINGE, OF PARIS



TONY, DAUGHTER OF THE AMOS PINCHOTS, OF NEW YORK



DAUGHTER OF MRS. ROBERT D'ERLANGER, OF LONDON

English broadcloth coats in pale, edible colours and small, intensely becoming bonnets to match the coats. When they are very tiny, their bonnets are made of lawn, but it is hard to see them, for the infinitesimal round heads are generally burrowed deep in the recesses of the carriage, floppy with sleep.

At night, all over the world, hundreds of flushed, drowsy babies are put to sleep in America's own Arnold-knit nightgowns—sternly practical and untrimmed, but strictly prescribed by the conscientious pediatricist. And, throughout their days and nights, these infants practise the universal chic of no shoes at all; bare fat feet like pink pincushions are an international fashion.

Later, of course, the clothes problems of the young become more involved. It has always been, is, and always shall be, a divine pleasure to dress little girls between two and eight, and any code that forbade some prettiness, some fluffiness, in their clothes would not be a code, but a sin.

However, the doting maternal taste that attempted to make its daughters look like picture-book little girls has fortunately been curbed. Internationally, little girls are now dressed—for the practical hours of their lives, for play and for lessons—in small jersey one-piece frocks; in tiny pleated serge or other woollen skirts and soft sweaters, often knitted by a clever-fingered Nanny: these in cold winter months.

One of the French contributions to the international code is the keeping of small skirts short. American skirts were formerly too often dowdily long, and even British skirts had a way of approaching the knees. But now, it is accepted that little girls look their best showing a large expanse of leg, made larger by the wearing of extremely short socks, ankle-length.

To protect the bare, fat legs from the winter breezes, small smart children wear leggings, buttoned-up leather ones, with a buckle at the top, or broadcloth ones to match the coat, sometimes buttoned and



SIMON MACKENZIE, OF SCOTLAND



ROBIN, CAPTAIN MACKENZIE'S OLDER SON



DUNCAN ELLSWORTH, SON OF MR. AND MRS. DUNCAN ELLSWORTH, OF NEW YORK

sometimes—American contribution—held with slide fasteners. Another British influence is seen in the coats they wear. Desperately smart tweeds, Harris and Donegal ones for example, are tailored—*built*, the British call it—into square, smart shoulders, short trim hems, and even, for the very young, a definite waist-line.

When they are very little, the girls wear small round hats like an inverted bowl, made out of the tweed of their coats, or perhaps the eternal and unbeatable beret made of heavy jersey—a contribution from the French, that has become international. Later, although the beret persists, they wear brimmed felt hats of the riding-hat persuasion and take huge pleasure in the small wisp of feather tucked into the ribbon band. Such hats are, of course, a British institution.

English children have a great reputation for good dressing to live up to, and the perfect stream-line simplicity of their clothes owes much to the lead given by the two little (Continued on page 118)



BILLY AND HIS YOUNGER BROTHER JIMMY, SONS OF THE WILLIAM GASTONS, OF NEW YORK



HATTIE CARNEGIE, NEW YORK; I. MAGNIN, CALIFORNIA

STEIGER

ANNABELLA IN AMERICA

Annabella, the young French motion-picture star who made such a great success in "La Bataille" and has now gone to Hollywood, poses here in two crisp successes of the fashion world—organdie and taffeta. On the opposite page, you see her in a billowy dress of embroidered white organdie with a cape-collar pleated in bow-effect, which gives breadth to the shoulders, and a girdle in shades of pink and fuchsia—a cool and charming costume to wear on summer evenings

And on this page, Annabella wears another of the stiffened materials that seem so fresh and smart this season—taffeta, this time, in a heavenly shade of pale violet-blue. There's a large bunch of violets at the waist in front (flowers—single blossoms, bunches, and garlands—are seen on more and more evening dresses), and the slim, column-like body of the dress ends in a short full train that flares out in back. The décor in both of these photographs is from Elsie de Wolfe



HATTIE CARNEGIE, NEW YORK; I. MAGNIN, CALIFORNIA

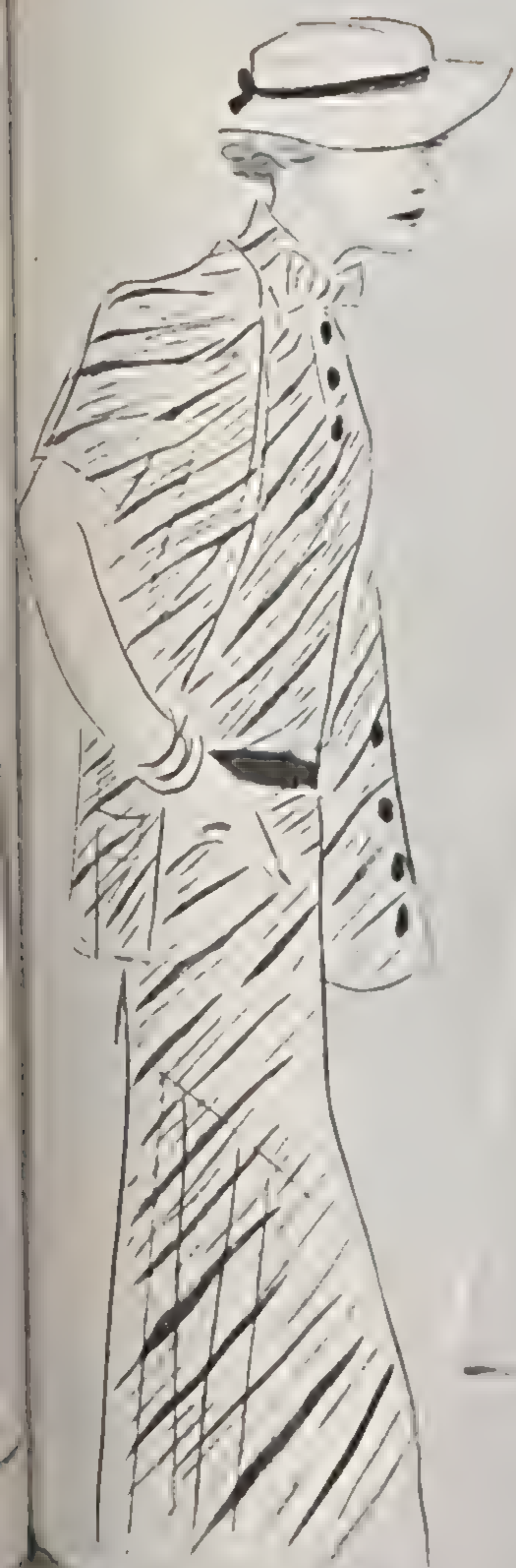
NET and CELLOPHANE



MAINBOCHER (SAKS-FIFTH AVENUE)

• Net is cropping up everywhere, in Paris and New York. Up above, you see a smart example, Mainbocher's suit of black net cut as strictly as a man's dinner-suit. There's not a vestige of frou-frou anywhere about it. The jacket has strictly tailored revers and long sleeves, and the dress is in normal daytime length. The net is from Bauer, in Paris, and you can see it in detail in the two black flowers in the sketch at the left

• Another new net specimen is the striped suit at the left on the opposite page. For though net used to thrive only in the evening, it is now being transplanted into sports fields with great success. Mainbocher made this suit for resort wear, using blue-and-white striped net from Guillemin (in Paris). There's a dress buttoned high at the throat, worn under a smart boxy jacket with short sleeves and more buttons. You can see a close-up of the net in the striped bud and blossom sketched at the left



MAINBOCHER



SCHIAPARELLI



ALIX (SAKS-FIFTH AVENUE)

- Cellophane, too, is getting around in smart places, these days, for many of the large French houses are cultivating it. Schiaparelli is one of the designers who uses it profusely. She borders the black silk evening cape shown above with a very ornamental band of grosgrain embroidered with cellophane—an interesting new black-and-white fabric made by the French manufacturer, Colcombet. A magnified swatch of this material is shown forming the vase on the opposite page
- There's still more cellophane in the Alix costume shown at the right—an amusing dress worn with a smart little swing-back jacket. Here, the cellophane is mixed with artificial silk in a novel blue fabric called "Tissu Celtoman," made by Pierre Hurel, Cie, in France, and available from Frank Associates in New York. You can see the design of the fabric more clearly in the leaves of the decorative plant in the sketch on the opposite page



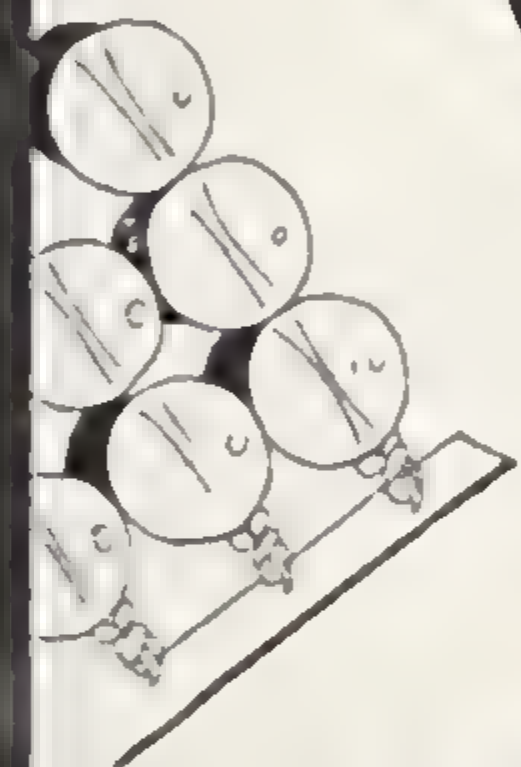
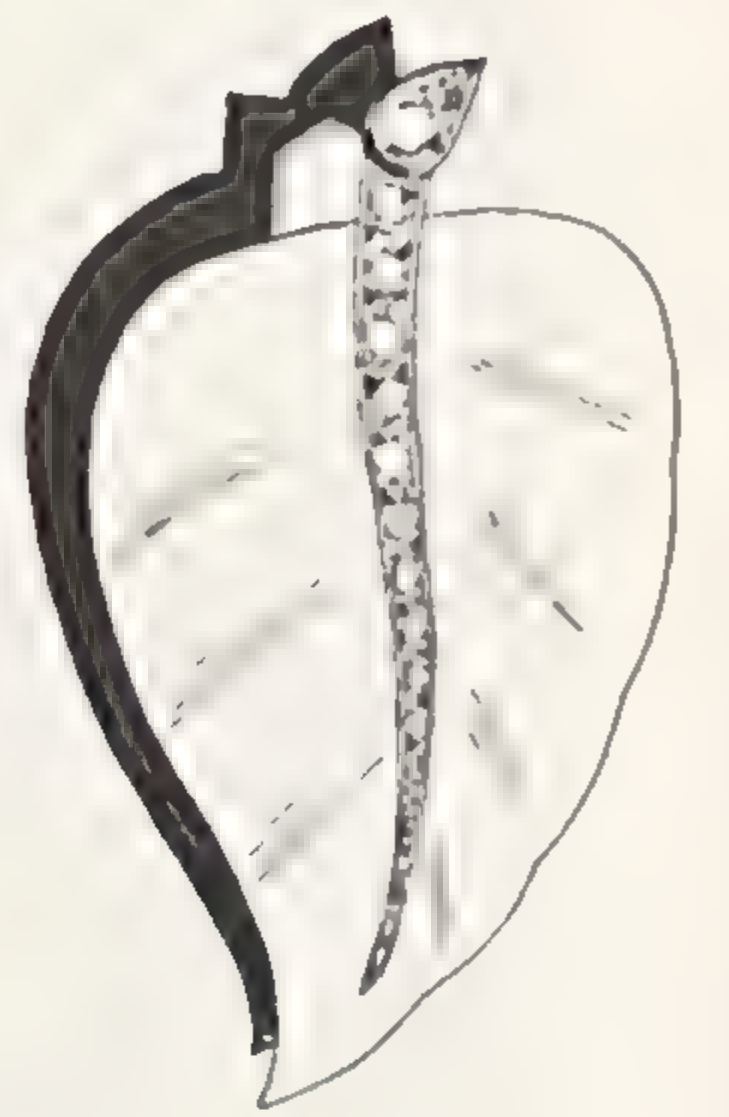
The Marquise de Paris (left) and Mrs. Harrison Williams both ordered Augustabernard's pine-green satin dress with a tulle cape and a tulle overskirt that juts out from a horseshoe-shaped yoke in back (Bendel)



HOYRINGER-MUENÉ, PARIS

Madame Girod de l'Ain, Mrs. Henry Leigh-Hunt, and Comtesse Jean de Polignac all chose this Lanvin dress of sheer black crêpe with long sleeves made of silver paillettes and a train that swishes far out on the floor

"SETS" COME BACK



• Do you remember that your grandmother had, among her prized possessions, sets of jewels? Neatly arranged in plush-lined cases were these parures consisting of several pieces. To-day, we have their modern counterpart; charming and lovely as ever

• Milky white agate is used by Herz to make the parure shown on this page. The set includes a nine-strand bracelet; a brooch studded with diamonds; a ring set with a black pearl; and diamond-veined leaves that hang from the ears. Gown from Worth

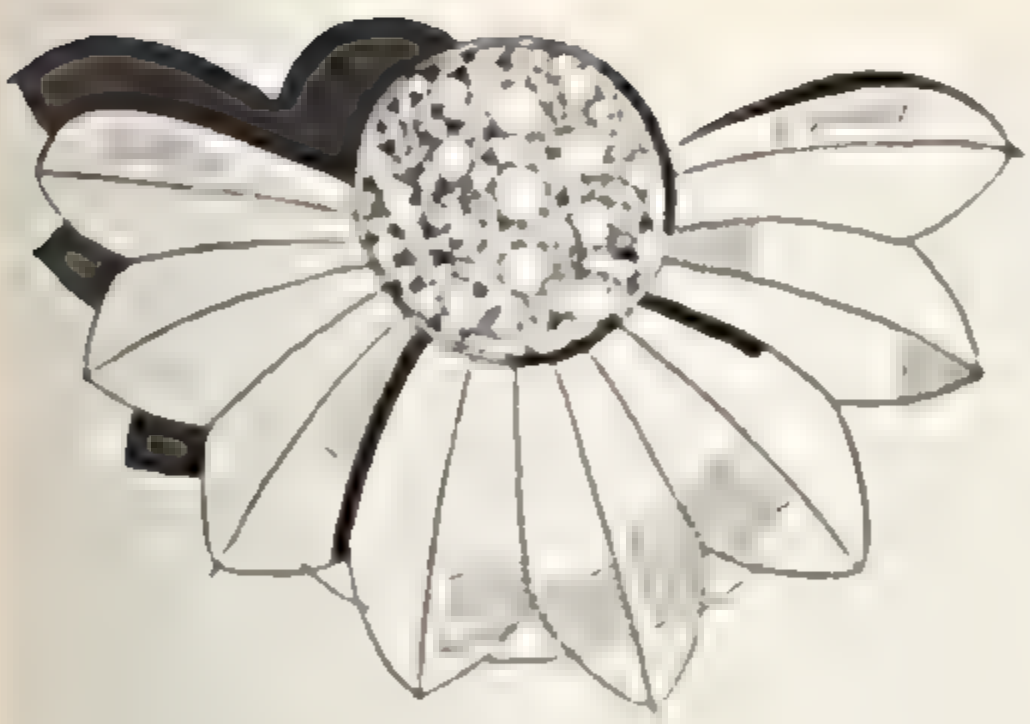


• Glittering with yellow and white lights is the lovely parure from Herz that you see photographed and sketched in detail on this page. Yet the effect is quite different from that of topaz, for these jewels are of smoked crystal, studded with yellow brilliants. The gown is from Maggy Rouff. Coiffure by Émile

• The set consists of a magnificent smoked crystal bracelet banded with yellow brilliants; an enchanting clip in the form of a marguerite with half of its petals missing and a cluster of brilliants for its centre; clip earrings encrusted with yellow brilliants; and a smoked crystal ring to match



HOTNINGEN-MUENÉ, PARIS



OUR FETTERED FRIENDS



In the flattering and rococo manner of Cecil Beaton, Toni Frissell has photographed these charming individuals who rule the lives of six distinguished citizens. At the left is Oscar, who lives at Milford, Pennsylvania, with Governor and Mrs. Gifford Pinchot. Oscar wanders freely, pecks at cherries and visiting politicians, loathes women, and once, miraculously, laid an egg

Panting slightly from the exertion of posing is Binkie, at the lower left, a very well-bred Schnauzer who lives on Fifth Avenue in white rooms with Persian carpets, Georgian gilt, and English antiques. He keeps a strict diet, and in summer roams around a hundred-acre yard called "Oakpoint" on Long Island. And he takes European trips with a lady called Mrs. Harrison Williams

Peering through flamboyant scrolls below, Pynoch—Siamese prince—dreams of chasing moles at Port Washington. Sonny Whitney gave him to Neysa McMein, but feline affection centers on husband Baragwanath. Pynoch sleeps in a laundry basket with Rhinelander, an alley-cat, retrieves elegantly, and lusts in vain after two mynah birds in his apartment



PHOTOGRAPHS BY TONI FRISSELL



Miss Cat (name subject to change) is probably the most distinguished alley-cat in America, and certainly the most photographed. She lives with Rosamond Pinchot Gaston in a penthouse with a flower-bestrewn terrace. Here, she is resting in her bell-trimmed bed after having borne a single son in the lying-in ward of the Ellin Speyer hospital. Her whiskers are vibrant

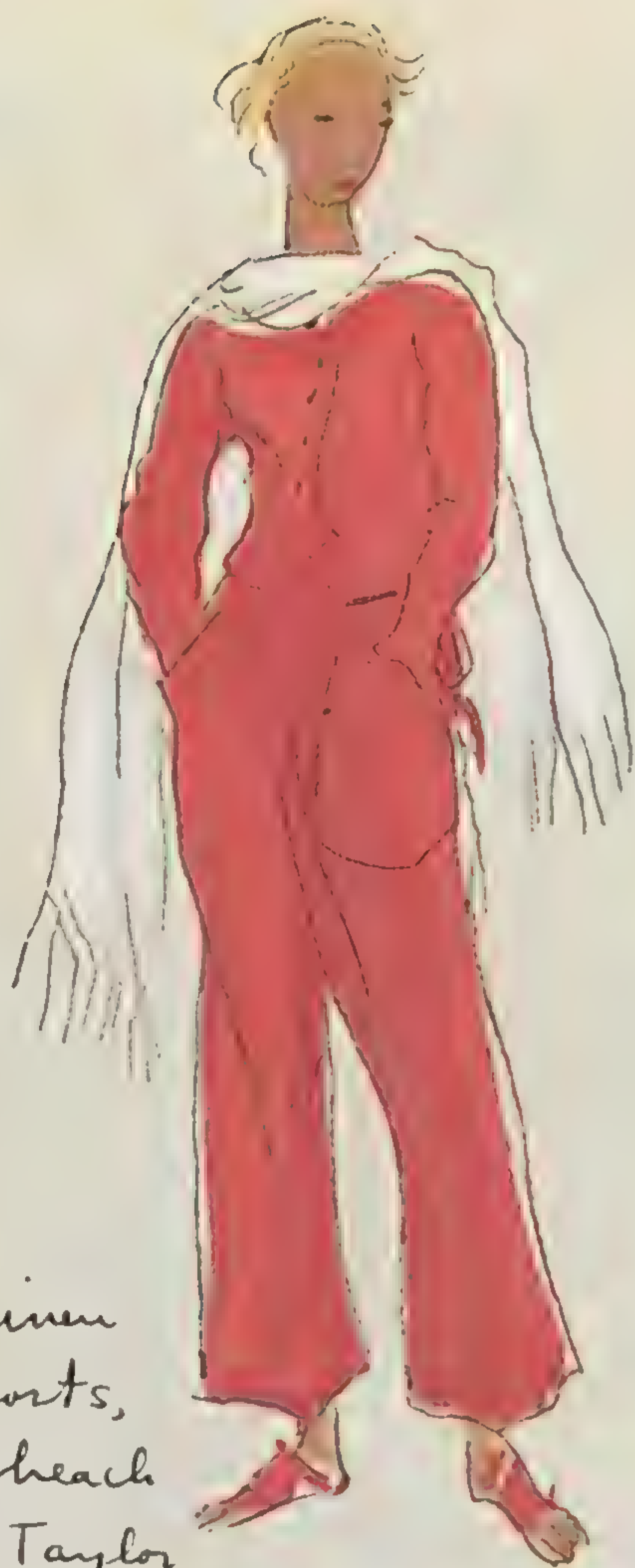
Straight above is John, only living creature not subject to the barbs of one Dorothy Parker. That's because he owns her and is only eight months old, dripping with sentiment, likes everybody, eats everything, and has no sense at all. His father was Best Bedlington—"Exiled Laddie,"—his mother also a Bedlington, but . . . John has amber eyes and can't keep his teeth off curtains

Behold, at the left, Miss Pearl and Mr. Shaw, lights of Hope Williams' life. Miss Pearl is a city girl, tyrannical and spoilt, who eats only squabs and chickens, sleeps on brocade, goes to effete resorts like Southampton, and hates the theatre and actors. Mr. Shaw was bought for her benefit, but it didn't work that way. Miss Pearl treats him so badly that he only visits her occasionally

For Sun and Sand



At the left - linen
shirt and shorts,
large suede beach
bag; Lord and Taylor



Of soft red jersey - a two-piece
pyjama - pants and jacket with a long
hand-loomed Mexican cotton scarf,
which you can use as a towel
Saks. Fifth Avenue

Below striped
silk bathing-
suit; linen
coat; Saks.
Fifth Avenue

With a one-piece linen pyjama - very
bare-shouldered - this linen card-jacket
is superb; Saks. Fifth Avenue



All models on this page also from J Magnum,
California

Tersey one-piece
 bathing-suit, with three
 white jersey bows - a very
 gallant cape to match with white
 jersey armholes and a pleat in
 the back; Saks-Fifth Avenue



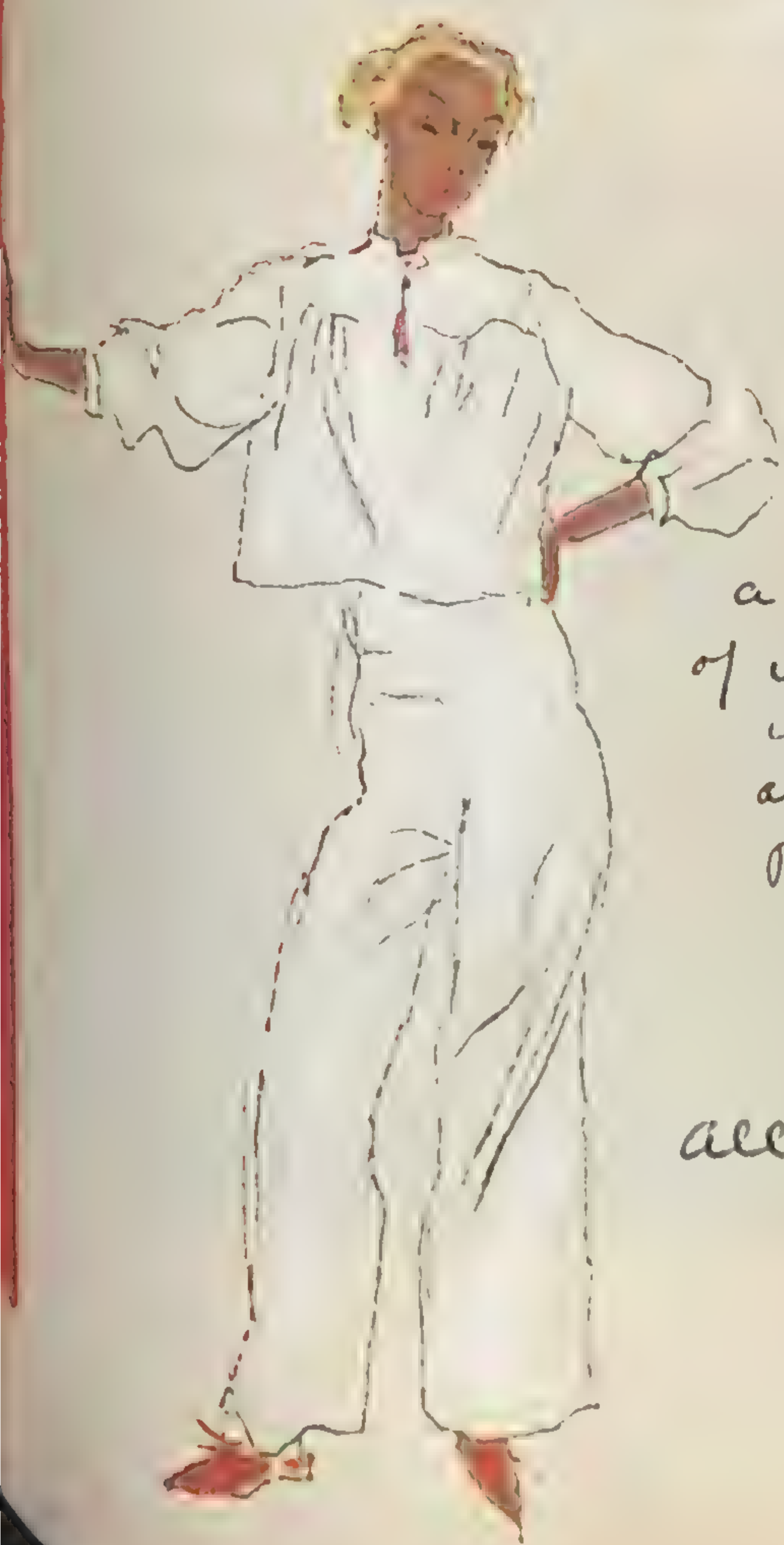
Left - embroidered linen over-
 blouse with shorts; James M'Cutcheon



Right - Terry coat,
 terry pants - black taffeta
 blouse; Abercrombie and
 Fitch



Exactly like
 a peon shirt -
 of white gabardine
 with comfort-
 able loose
 pants; Lord
 and Taylor



All models on this page also from
 Bullock's Wilshire, Los Angeles

Bea/0.1-

Our Best Families

PARTY AT WALDORF

- The idea was to come as family groups. But the word "family" covered a multitude of relations, if not outright sins; and blood was no thicker than the impish fantasy of the party-goers who went to the Waldorf at Elsa Maxwell's bidding
- The three photographs at the right show; first, Mrs. Charles Lawrence as Miss Mary Hoyt Wiborg
- George Gershwin and Mrs. Robert H. McAdoo as Groucho Marx and Lady Furness
- Third, Miss Fellowes Gordon and Fanny Brice as Rasputin and the Head of the Rothschild Family



THREE LOWER PHOTOGRAPHS BY CECIL BEATON





- The scene at the left is a general one showing our families dispersed and none the worse for it.
- The top one of the two photographs below shows the Vanderbilt Family, with Max Eggers as Cornelius Vanderbilt, Mrs. Eugene H. McAdoo as Mrs. Cornelius Vanderbilt, and again Mrs. Charles Lawrence and Mrs. R. H. McAdoo in their respective rôles
- Below them, behold three sides of the German question: Hostess Maxwell herself as General von Hindenburg; Countess di Zoppola as Hitler paradoxically saluting Einstein—or Jack Baragwanath



- Now for the imposing groups that spread across the bottom of these pages, ending in the miraculous and rather terrifying rendition of Lady Mendl by none other than Cecil Beaton, who endured all the tortures of paraffin, glue, false hair, and spike-heels to achieve the effect

- Farthest left is a rather inexplicable trio consisting of Mr. Charles Lawrence as J. Pierpont Morgan; Countess Woronzow as Princess Youssouppoff; and Richard Hoyt as Douglas Fairbanks

- The centre group, at the left, is far more homogeneous—a family, in fact. The masks are easy to recognize, thanks to brilliant make-up and faithful costuming. But it may be a bit harder to spot Mr. Jay O'Brien lurking behind King George's beard, Mrs. William H. Vanderbilt upholding the dignity of Queen Mary, and Prince Serge Obolensky ambushed behind the whiskers and ribbon of Lord Lascelles. Need we say that the party was a howl?



SIX PHOTOGRAPHS BY REMÉ LONSE



Reading from left to right, the first wide-eyed child in full view wears a scalloped and buttoned linen frock; Marcelle Julien
 • Yellow piqué is used for the tailored coat with wide lapels and the square-crowned hat on the next young lady; Miss Brogan
 • The tallest boy wears a bold-checked coat and flannel shorts (Saks-Fifth Avenue); his young brother, a linen Eton suit (Best)

Not missing a trick is the young lady in the foreground who wears a linen classic, bone buttons and all, from Bonwit Teller
 • Tiny buttons trim the pink cotton frock; Bonwit Teller
 • Directly before the puppet (opposite page) are the proud owner of a tucked green dimity frock (Miss Brogan) and a four-year-old boy in a yellow piqué suit with white trimming; Saks-Fifth Avenue



The young man in the background wears a washable gabardine Eton suit, and his fourteen-year-old sister is trimly tailored in a linen frock with contrasting collar. Both from Saks-Fifth Avenue

- As quaint as the pigtails—a tricolour linen frock; Bonwit Teller
- Cherries trim the little white-and-turquoise linen frock; Best
- The puff-sleeved frock of linen buttons down the front; Altman

PETIT GUIGNOL



Mrs. HARRISON WILLIAMS IN TWO SUMMER RÔLES

- Mrs. Williams—well known for her infallible chic and distinction—is shown above in a wide Molyneux capeline of white piqué and a black-and-pink crêpe de Chine dress, with crisp white piqué gloves as an accent. Her hat (from Bergdorf Goodman, as are the dress and gloves) typifies four outstanding points of summer-1934 millinery—width, lightness, shade, and circles
- The gaiety and freedom of beach life are ample reasons for more fantasy in fashions. In the photograph on the opposite page, Mrs. Williams is wearing Lilly Daché's heavy, stitched white linen hat with a wide brim that swings back with a flourish from her forehead. The pyjamas are equally jaunty—a white linen blouse in one piece with the dark navy-blue linen trousers



CECIL BEATON



Straight from Innsbruck came the peasant crash with Tyrolian flowers for Vera Borea's suit. The semi-sports coat, also Vera Borea's, is of pin-checked Irish Flax, as coarse as homespun (from Saks-Fifth Avenue). Creed used vivid plaid cotton from Madras for the blouse and parasol with his flax-and-cotton suit (Bergdorf Goodman)



The annual rush into print has begun, and silk suits like these from Mainbocher (worn with his hats) will be almost a summer uniform. A confetti silk print is used for the first suit (from Bendel) and to band the straw hat. Such smart women as Mrs. Gilbert Miller and Lady Mendl picked the second cool printed silk suit (from Fortnum and Mason)



HAT AND DRESS FROM SAKS-FIFTH AVENUE, NEW YORK AND CHICAGO

MISS ILKA CHASE

- It's one of those charmingly nonsensical Saint-Tropez hats, which Jeanne Duc concocts from delicate straws, flowers, fruits, and ribbon (never two alike) and which are a specialty at Saks-Fifth Avenue. Worn with a red-and-white plaid cotton seersucker dress, it epitomizes summer. The bird-cage is from Ruth Collins; the bench from Colwell
- Miss Chase's huge flower-trimmed straw hat from Dache (opposite) tops a dress of brown-and-white crêpe and white organza. Jewels on both pages from Marcus



CECIL BEATON

DRESS FROM BERGDOFF GOODMAN



BONWIT TELLER, NEW YORK; I. MANGIN, CALIFORNIA

CECIL BEATON

SHINE BY NIGHT

Sparkling paillettes like tiny mirrors in dots and crescents are sprinkled all over the sapphire organdie dress worn by Miss Elizabeth Blair in the photograph on the opposite page. The little cape with its ingenious shoulder treatment adds a charming, crisp touch to this summer evening model. The chair is from Ruth Collins, and the jewels are from Marcus

Great splashes of stylized flowers on a pale yellow ground and a shining black ciré jacket are dramatic accents of the gown worn by Mrs. Manuel Bon de Sousa in the photograph at the right. Below the little peplum that marks the hip-line, the dress flows in a graceful, circular movement to the hem. The jewels are from Marcus, the column from Blanche Storrs



CECIL BEATON

YVONNE CARETTE-REVILLON



VOGUE'S SPOT-LIGHT

REACTIONS to "New Faces" are pretty accurate laboratory tests of character. The people who file out in the intermission, ostentatiously bored and never to return, have one common stamp of feature. The women are "sophisticated," over-groomed, no longer young. The men are what the newspapers refer to as "well-known club-men." "Oh dear," they say, loudly enough to carry, "I do loathe sloppy amateurs," or "Really, to have to pay money to see children amuse themselves!"

These are the people who think they want new faces in the theatre—but have no eyes for faces too new for the official stamp of fame. If they see Clifton Webb or Joe Cook or Ethel Waters, it's all right; aside from the sheer pleasure of the performance, they know they're in the right place, doing the right thing. And although they may sigh, at dinner-tables, for new talent, they are never the first to accept it, for fear they might back the wrong horse. Dismissal of the untried is a common act of "sophisticates." It's smart to be bored.

To us naïve souls, however, "New Faces" had much to delight. Uneven, of course, but so are most revues. Rough in spots, but that was a relief from the slick mechanical efficiency of the more adult shows. Imogene Coca, for one thing, is a most beguiling



FIRST NIGHT AT "NEW FACES"



WALTER KINGSFORD

ON PASSING SHOWS

young clown, with an expression of bland surprise that alternates with a mammoth grin and great pedal activity. O. Z. Whitehead, the diffident redhead, is guaranteed to rouse the maternal in the hardest breast. The show is full of easy-going young fools who make no pretence of smartness, but do their stuff amazingly well. Then, there is a young girl called Nancy Hamilton, who not only wrote most of the best skits, but gives a side-splitting travesty of Hepburn, whose understudy she was at one time and whose mannerisms are evidently in her blood. Finally, there is an idiotic quartet, of which Imogene Coca is the only female, who file before the curtain every once in a while and do absolutely nothing at all with the deepest gravity.

"New Faces" will not give you yards of Dazian spangles, fleshly tableaux, or grand gowns. But it will give you a foolish freshness, a puppy-like amiability that ought to halt, at least for a night or two, your arterial hardening.

Before we ramble further on Broadway, a word about the two young men in the photographs at the top of the opposite page. We spoke of them in the last "Spot-light," mentioning that Nabokoff was the composer and Archibald MacLeish the "librettist" of a ballet on the building of the Union Pacific Railroad; and that its performance by the



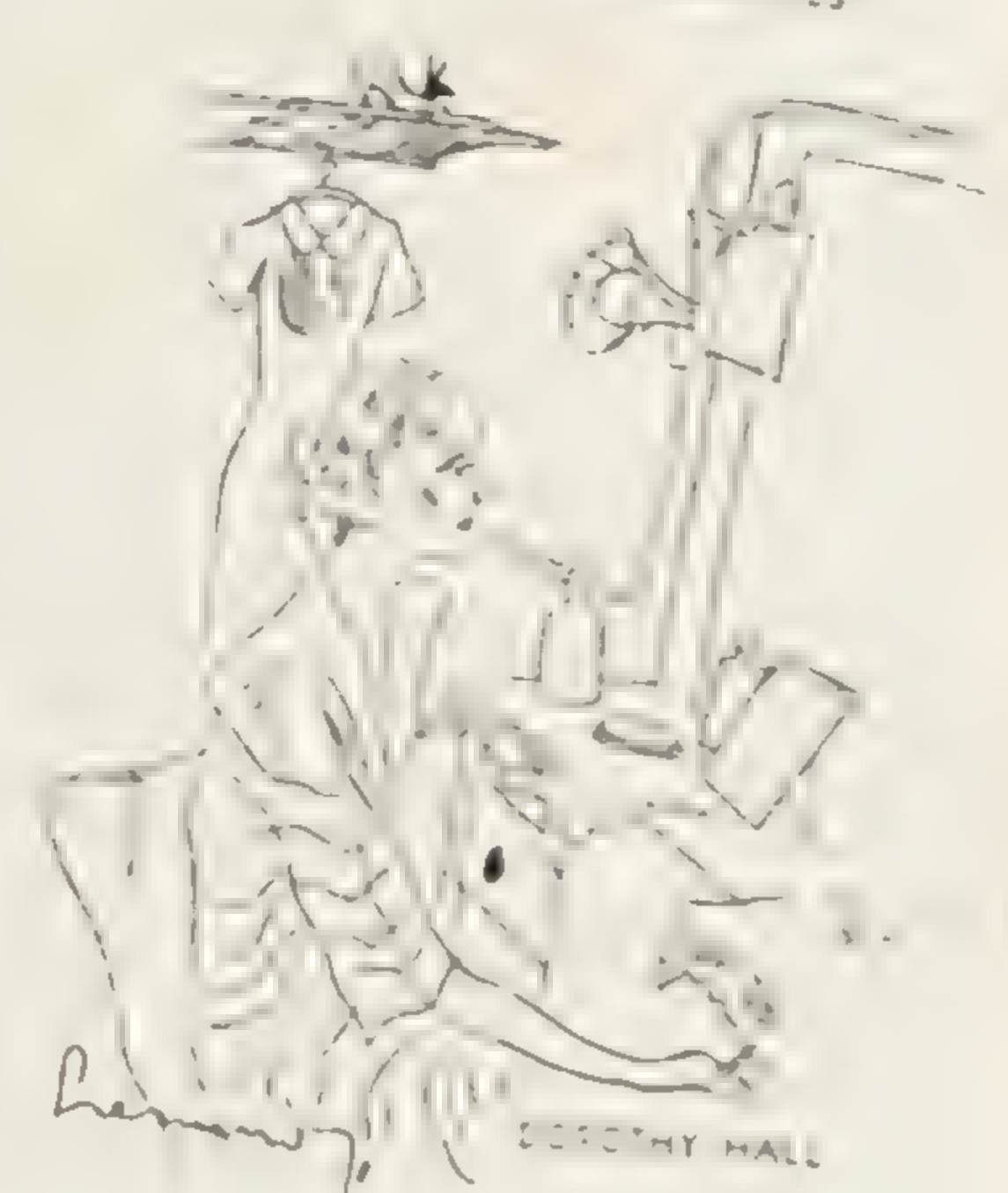
POTPOURRI OF "NEW FACES"

Monte Carlo Ballet might be visible by the time you read this. Nabokoff is one of the rising lights of contemporary music—a young Russian with Mongolian cheek-bones and alarming vitality, who can write with wit in French and talk with pungency in English. MacLeish, as every one knows, is the Hope of American poetry in that he combines a fine meditative mind with extraordinary capacity for lyric and epic expression. He is the author of "Conquistador," a poem on the conquest of Mexico, "Frescoes for Mr. Rockefeller's City" (a bit pamphleteering for our taste), and a book of collected verse which has recently been published. The Reds dislike him because he is innately conservative, the conservatives distrust him because he is superficially liberal, and it remains for those who delight in sane thinking and sensitive writing to see MacLeish as a definite power in American literature.

Down below, across both pages, are three shots of the actual filming of "Frankie and Johnnie," which Chester Erskine has directed at the Biograph Studios in the upper reaches of Manhattan. In it, as you can see, are Helen Morgan, Florence Reed, and Walter Kingsford; and, as you can not see, Lilyan Tashman, who died with tragic abruptness in the midst of production, and Cora Witherspoon, comédienne. (Continued on page 94)



"GOD IN ST. CATH'S"



FLORENCE REED KINGSFORD, MORGAN, ERSKINE

HOUSE IN CHICAGO



STAIRWAY TO GALLERY

The house of Mr. and Mrs. Walter S. Brewster, facing Lincoln Park in Chicago, contains a large gallery for their collection of distinguished paintings. This spacious room is reached from the pale grey-green foyer by a flight of stairs, shown at the left. In the gallery, white painted walls afford a perfect background for the paintings, which range from Renoir to Picasso, from Redon to Derain. The room is frequently cleared of furniture for dancing or for dinner-parties, when a large semi-circular table is set up and decorated with Mrs. Brewster's beautiful and famous arrangements of flowers



SKYLIGHTING THE COLLECTION

On the north wall of the white-paneled gallery in the Brewster house, a large painting by Serge Ferat (shown above) dominates the composition and is balanced by canvases by Berthe Morisot and Manet. A huge skylight provides perfect illumination for these and other treasures by Cézanne, Rousseau, and Derain, which make up part of this very fine private collection. An Empire sofa and other pieces of essential furniture keep the illusion of a livable room and remove any sense of a conventional picture-gallery. Shown at the right is a Pedro Pruna over an Adam mantelpiece of inlaid marble



PHOTOGRAPHS BY VON HORN

AN INTIMATE GROUPING

SIX FOILS FOR HEAT

Six ladies in five fabrics that are cool and important this summer. First—taffeta, in a simple, tailored black suit. The white lingerie blouse has a jabot embroidered in red; Jay-Thorpe, New York; The Weathered Misses' Shop, Chicago

The dress second from the left is of one of the new mat sheers. It is in navy-blue, with wide sleeves lined with polka-dot print and a polka-dot sash tied at the side. From Saks-Fifth Avenue in New York; and I. Magnin in California

The dress with the short-waisted jacket is of that indispensable summer fabric—printed silk—in navy-blue-and-white. The white jabot has a double exposure—at the neck and at the cutaway opening of the jacket; from Rhoda Gowns in New York

One of the most important fabrics of the year is alpaca. It is used for everything. We show it in a simple black alpaca dress (second, on opposite page) with a jacket in beige-and-black; Rose Amado, New York; and I. Magnin, California

Another navy-blue sheer appears in the dress with its short swagger coat, second from the right. The collar and cuffs on the three-quarters sleeves are of light-blue gros-grain, edged in white; Sada Sacks, New York; Marshall Field, Chicago

And, finally, black net in a suit (a new net, somewhat coarse in texture, with a crisp, firm body). Nothing could be cooler for summer. Gloves and bow of black-and-white taffeta. Bonwit Teller, New York; Pearlie Powell, Chicago



ten



Rubber

BOUNDS INTO
THE CHIC WORLD



WHITE RUBBER RAIN-COAT; FORTNUM AND MASON



GOODRICH'S "CRIMPETTE" SUIT; RUSSEKS



PASTEL RUBBER BEACH BAGS; ALTMAN • SEAMLESS RUBBER'S STRIPED SUIT; MCCUTCHEON

Here are some of the reasons why rubber has come into its own in all sorts of smart accessories. Its aptitude for colour—as in Miller's plaid "Plaitex" suit and accessories, and in the plaid "Crimpette" suit. Its textural possibilities—spongy in the pastel bags at the lower left; façonné in the suit shown with them; lacy in the fish-net beach shoes on the opposite page; or smooth in Fortnum and Mason's long and short coats. Its well-known water-proof qualities. And, as a final proof, its comfortable stretch, found in the new rubber bathing-suits so much in evidence



WHITE RAIN-PROOF GOLF JACKET; FORTNUM AND MASON

U. S. RUBBER'S BLUE CAPE; ALTMAN

ANTON BRUENL



MATTHEW'S "PLAITEX" SUIT; SAKS-FIFTH AVENUE • MATTRESS; ALTMAN



U. S. RUBBER'S TWO-PIECE WHITE "KRÊPE-TEX" SUIT; FROM BEST



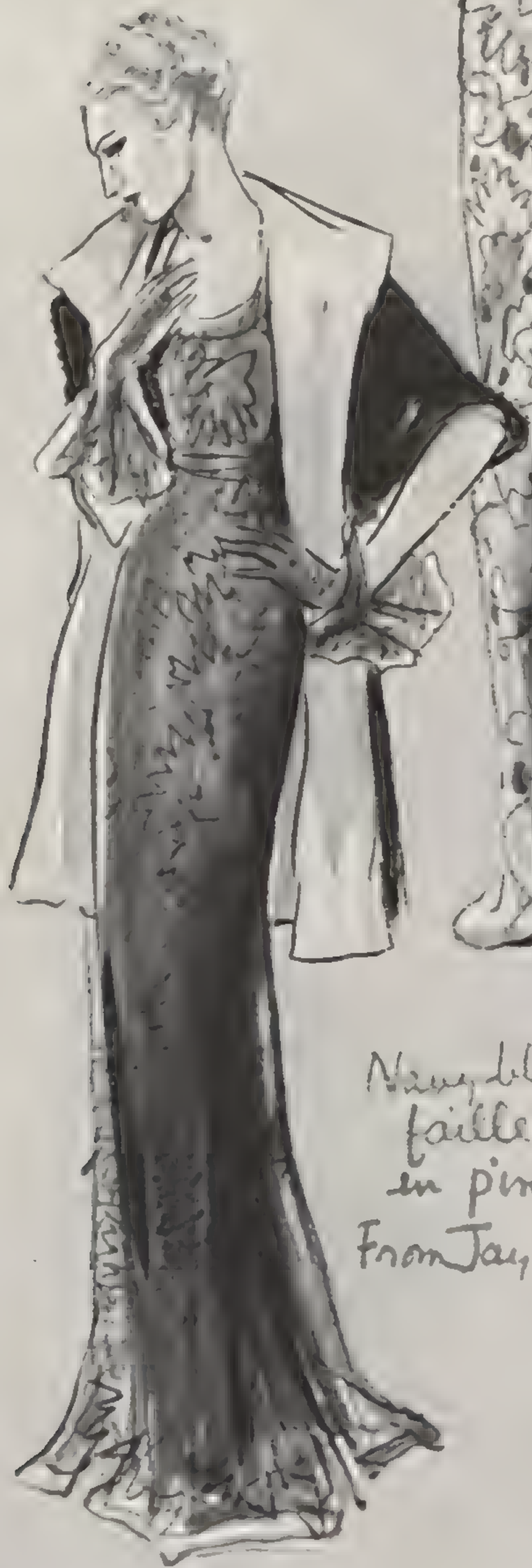
SEAMLESS RUBBER'S BEACH TOYS; SAKS-FIFTH AVENUE

One of the great advantages that rubber bathing-suits possess is the fact that you step out of the water and are dry in two seconds, with no sitting about in wet suits. Besides this, it has been proved that rubber bathing-suits are amazingly thinning—take a sun-bath on the beach in a rubber bathing-suit, and see for yourself! Capes that you fling about you on the beach, you can find in various lengths and in superb colours—U. S. Rubber is making even a wrap-around rubber skirt to wear with these capes, which is grand to stick in your golf-bag—and a brand-new idea

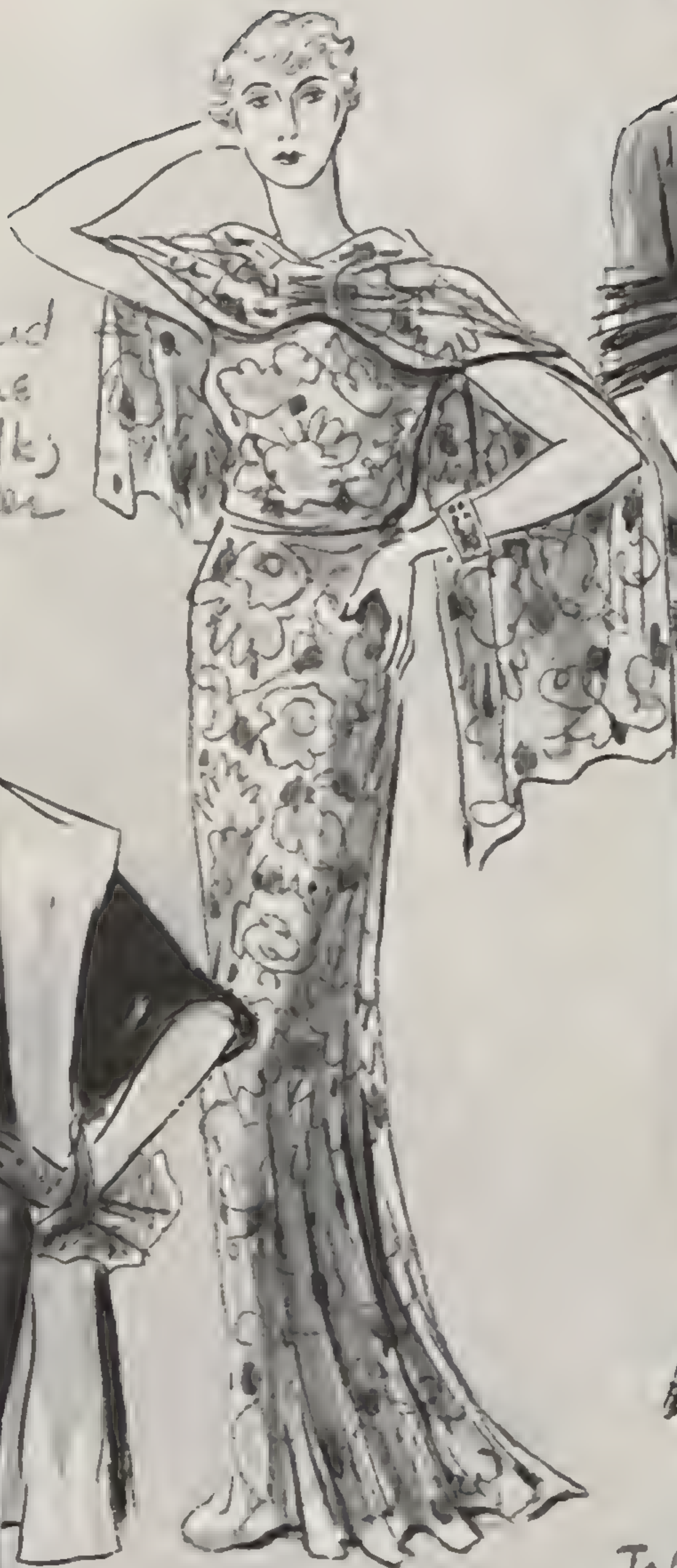


U. S. RUBBER'S FISH-NET SHOES; SAKS-FIFTH AVENUE

Of light and
dark blue
printed silk;
Wanamaker



Navy blue lace;
faillie coat lined
in pink; lace gloves.
From Jay-Thorp



Cool summer

Suit of double brown net;
Taffeta hat; both from Altman

(Right) Dress of grey, blue and
white plaid; dark blue

crêpe coat; straw hat; Sales
Fifth Avenue



The new high cut
in a perforated
leather shoe; Nancy Hoggerty



Tan leather
in another high
cut shoe; Nancy Hoggerty

ANSWER TO A MATRON'S PRAYER

"EDITOR, Vogue: Why don't you have at least one page of your magazine devoted to what the well-dressed matron, over fifty years of age, should wear? My daughter has subscribed for your magazine so long, and I suffer the same disappointment every time I look it over.

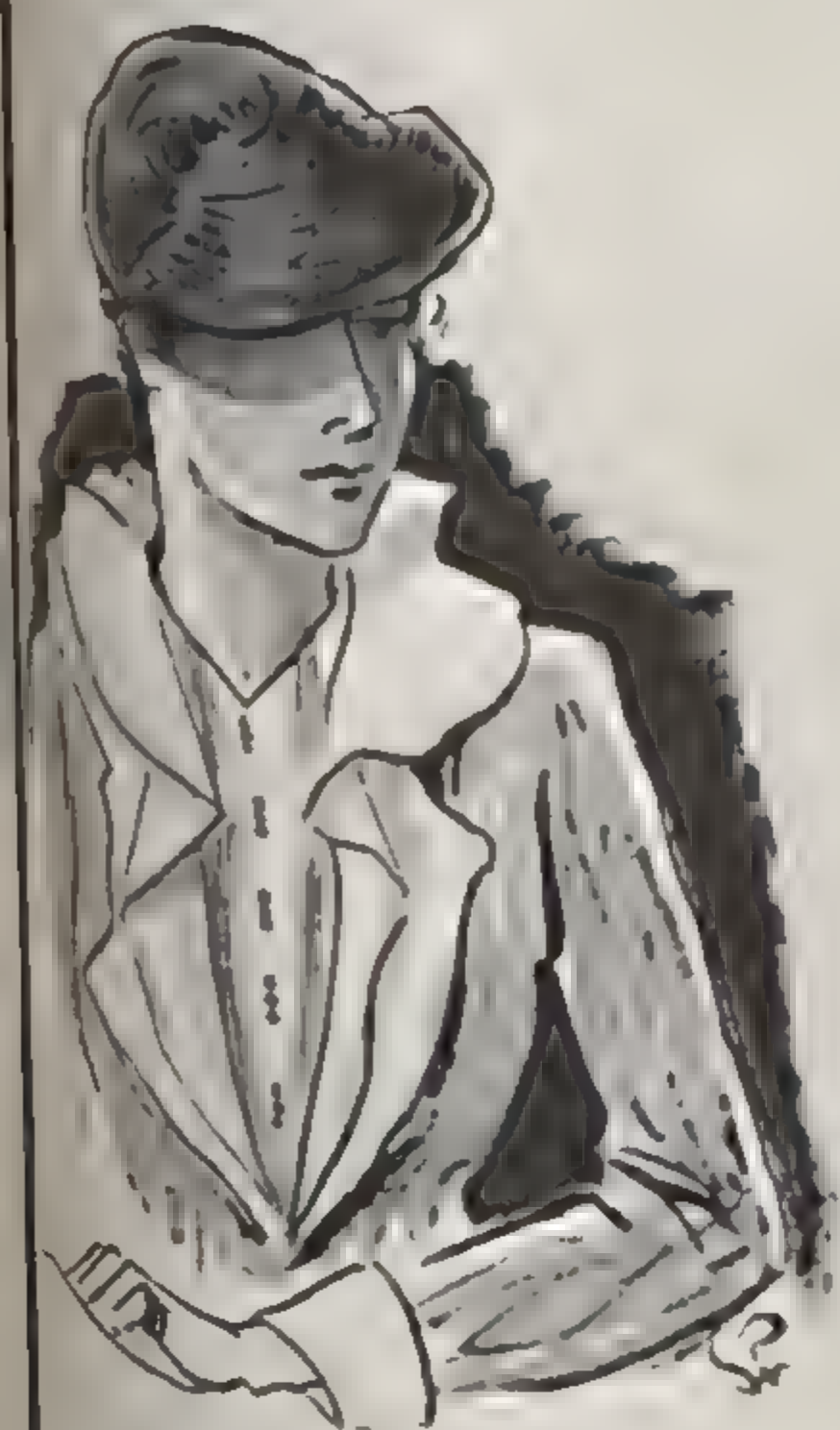
"Hats, dresses, coats, wraps, all for the young people. Nothing for the middle-aged. After all, we are women, and naturally like to look as well as possible.

"About the hats, I ask you, could we appear on the streets in one of those frightful hats, or go anywhere in those backless, no sleeves, shoulders-looking-abnormal effects?

"Just once, a few months ago, I saw in your magazine the picture of a hat 'that the matron should *not* wear,' and on another page the picture of 'what the matron *should* wear.' The latter was really chic and pretty, but one can't wear the same hat winter, summer, fall, and spring; and that is the only time I have seen anything about the 'matron.'

"I, like a thousand others, have a fairly decent figure, and would welcome a few suggestions. Your magazine is most interesting—but 'to return to our muttons' do give the matrons some thought."

Letters like this are not new in our lives. Like a Greek chorus of woe, the lament of the older woman engulfs us, year in, year out. These ladies are in despair, they cry: Vogue spares no pains to glorify the young—and no time to help the no-longer-young. Because they see page after page of beautiful clothes on beauteous damsels with no hips and swan-like necks, they fail to realize—perhaps naturally—that many of these same clothes could be worn by themselves with equal success. Dozens of dresses and hats are chosen because their classic simplicity makes them adaptable and chic for any figure and any age. The fact that they are put, misleadingly, on your slim things can be blamed partly on the fashion-artist's youthful fantasy and on the very natural desire of the (Continued on page 106)



Quilted Taffeta vest;
silk gilet and cuffs;
Joy Thorne

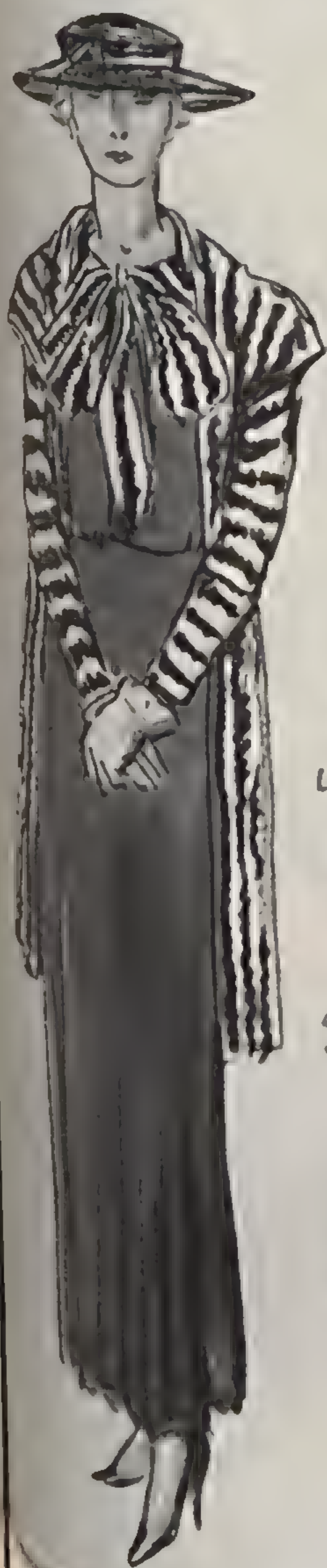


Black and
white crêpe
in a dress
and lining

a black wool coat;
Bagdorf Goodman
Striped reversible coat; plumed
crêpe dress; straw sailor;
Altman



Cloth and leather
in a novel shoe;
Bagdorf Goodman





Lady goes to market

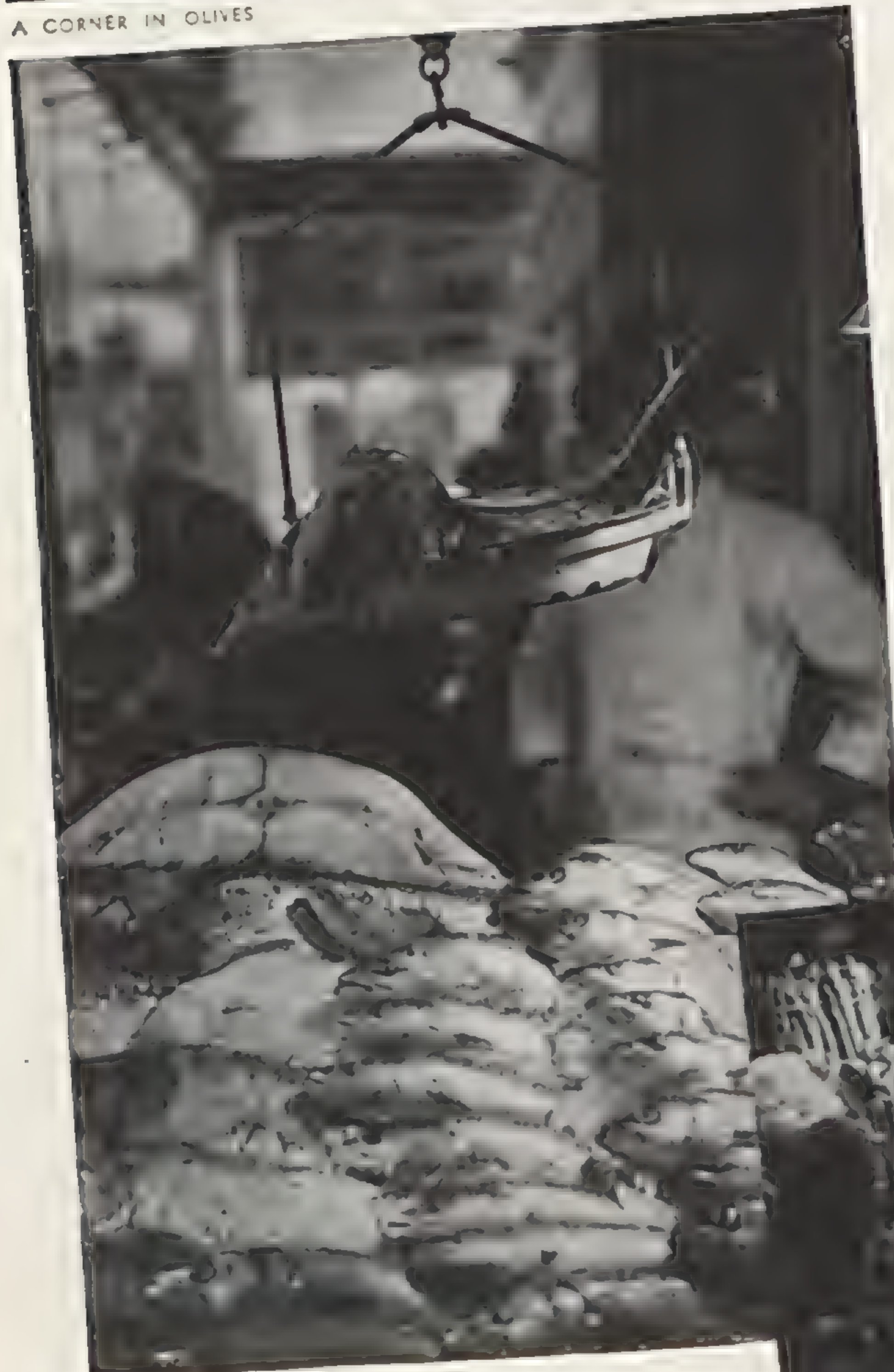
for hostess discoveries

PERHAPS you've never put a market-basket over your arm, not even metaphorically speaking, and gone off marketing by yourself—in which case, you've missed half the fun of being a hostess. It's fun even if you don't really know anything about buying food. And spring markets are among the most exciting things in the world. We've just been covering them up and down the town, hand in hand with our Candid Camera, and it was one of our Major Experiences. We went in the middle of the night, to see the great trucks rolling into the wholesale districts; again, early in the morning, when all the green things glisten and the fruits look like still-life paintings; and, again, on a Saturday afternoon when you can barely push your way between the stalls.

Probably the most amazing markets in town are the push-carts, those unique assemblages of stands on wheels that dot New York and provide you with incredible bargains, if you have a good eye for picking them. There are push-cart markets on Second Avenue along the "Seventies" (probably the best); on Park Avenue, up next to the New York Central elevated tracks; on First Avenue, stretching for blocks down from Fourteenth Street. Rows and rows of carts that purvey anything from tender green asparagus to hair-ribbons and shoes. You never go to the Seventieth Street push-carts that you don't see, among the cooks and the Filipino house boys and the thrifty young housewives, at least one grand lady done up in a mink coat, followed by a chauffeur of haughty but resentful mien laden with the market-bags that contain the lady's hand-picked purchases. The huge bags, by the



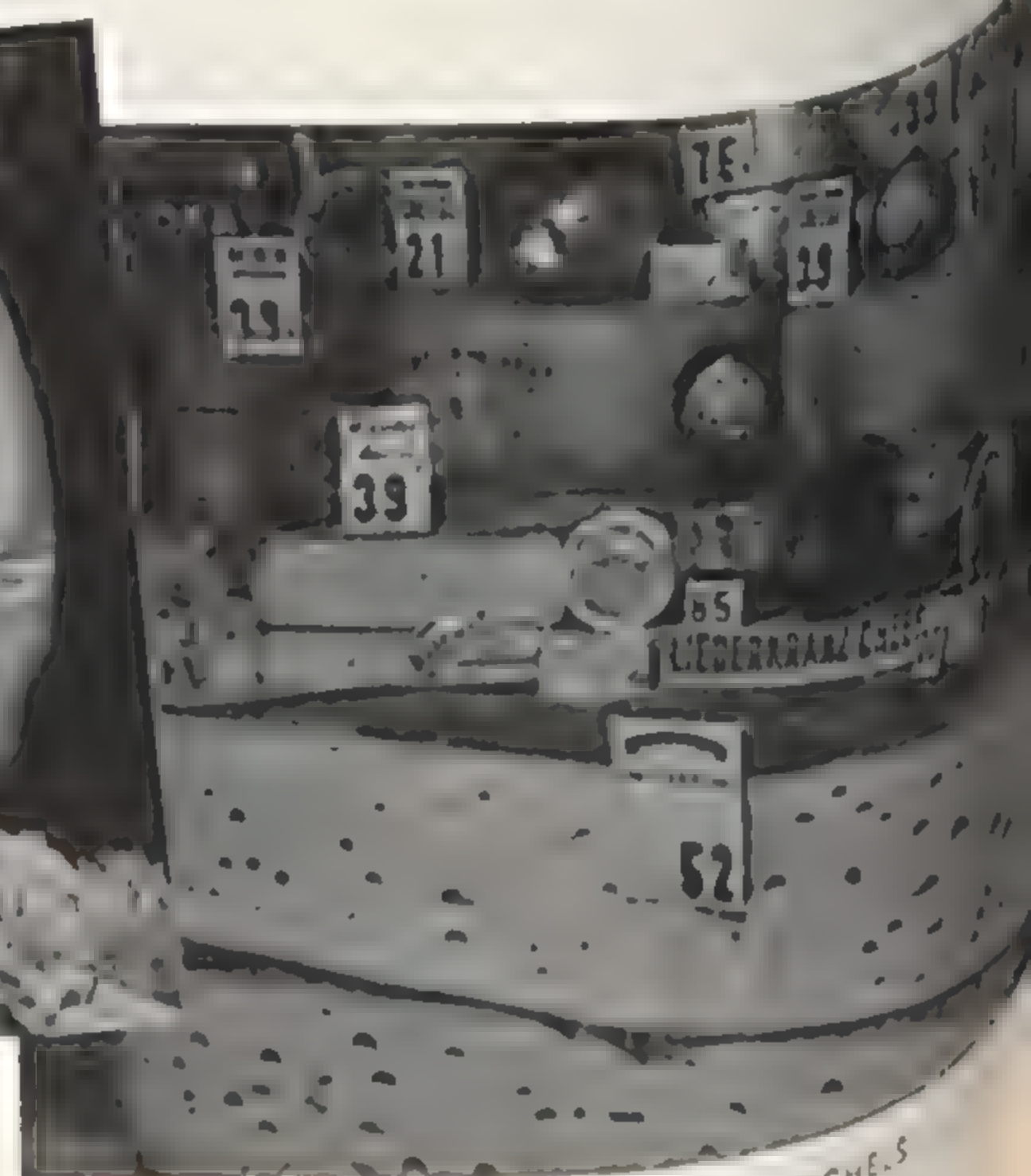
A CORNER IN OLIVES



FISH IN WASHINGTON MARKET



TONY OF THE CELERY HEARTS



A FEW OF THE CHEESES AT BARTHOLD MICHEL'S



AMONG THE VEGETABLES ON FULTON STREET



MIDNIGHT SCENE AT WASHINGTON AND WARREN STREETS

way, are a symbol of the push-cart market. You buy them two for five cents, and fill them full to overflowing. Don't look for these markets after dark, however. When trade is over, they pack up and push home.

In East Twenty-Ninth Street, there are the sidewalk markets with an Italian flavour, the one place in town where you see live snails for sale, presuming, of course, that some people must have the courage to really crush up the necessary garlic and prepare them themselves. In the great echoing spaces of the City's re-established market under the Queensboro Bridge, the stands seem lost in the vastness, but the vegetables are marvellous. Up in the upper purlieu of the city are various establishments of the Weisbecker Company, versatile places that combine market and food shop and deliver your orders with their fleet of white motor-cars. If you deal in these markets, they ring you up each

morning, like the old-fashioned storekeeper, to get your order for the day, culled from the hand-bill they supplied you the day before. Then, down at the foot of Fulton Street, practically in the Hudson River, is Washington Market, that mecca of all true marketers. There is the funny gabled structure of the market itself, and additional stands line all the streets radiating from it. Here and round about, you will find everything you ever wanted to eat.

The de luxe things aren't cheap, but they *are* de luxe. On the other hand, there are incredible bargains to be had, if you are after those. We, ourselves, bought twenty limes for a quarter there one summer's day, and a pound of mammoth fresh crab-flakes for forty cents. Of course, the good old summer-time, when everything is abundant, is the time for the greatest bargains.

If you go down there these May days, you will find the first young corn of the summer, brook-trout, silver and speckled, squabs at their plumpest and tenderest. You wander from stand to stand, weeping because you can't buy everything you see. (Continued on page 104)

PHOTOGRAPHS IN THESE TWO PAGES BY REMIE LONGE



UNLOADING BROCCOLI AT JILL BROTHERS



CHANGE BY ADDITION



NELSON

- Starting with a black evening dress—here are five new ways to make it different. First, in the large photograph, a reversible capelet in the brand-new combination of black shiny taffeta and white piqué, with a ruffled taffeta bag
- In the topmost small picture, an amusing bib collar and a Dutch cap of starched white lace
- Next, a black tulle capelet with shoulder ruchings, cape sleeves, and tulle gloves to match
- The carnation cape is copied from one by Augustabernard, in such shades as pink or blue
- Last, a white quilted and crinkled taffeta jacket. And notice the ear-clips and the bracelets. All from Macy's Little Shop and Accessory Shop

SUB-DEB BEAUTY



IF you are in your 'teens—struggling desperately through that slough of despond known as The Awkward Age—, read the following homily and take heart. You have our deepest sympathy. It's a tough time. Just when lipsticks and high heels suddenly become vital necessities in your life, obdurate forces, maternal and scholastic, rise up to thwart them. But now, it seems, you're getting more of a break than you used to—or we used to. Certainly, the current younger generation—your older débutante sisters—have left the flapper era forever behind them, and their feeling for naturalness and a measure of simplicity in their appearance has inevitably had its effect on you. If you don't see your party-going sister whirling around in gobs of make-up, you haven't any especial yen to do so yourself. Besides which, mammas have become more amenable or more resigned, according to the way you look at it.

Take the matter of permanent waves, for example. If you are twelve or thirteen now, you probably have a permanent, but it wasn't so long ago that a permanent at that age would have come as a distinct shock to your mother's mind. The problem of hair in general seems to be the first beauty concern to register on the consciousness of the early 'teens. All the girls to whom we talk seem to know twice as much about their hair now, and

how to take care of it, as the girls of the same age a few years ago. To begin with, of course, the permanent. Perhaps you don't need a full one. Just having it in the ends will keep it turned up off the shoulders. Of course, there are any number of good hair-dressers who will give excellent permanents and some who specialize in doing smart young heads. If you live round or about New York, we can give you their names. Sometimes, you can set a permanent yourself after your hair is washed, and there are some things called Komfy Kurlers that will twist up the ends and won't bother you while you sleep.

Your hair should be washed twice a month, and an oil shampoo is the best possible way of keeping it in condition. One of the most satisfactory arrangements we know of is the monthly allowance of one of our young friends, which is handed over only on the condition that it must cover an oil shampoo every other week. She makes the appointments herself and goes every other Saturday. And there lies the foundation of permanently healthy hair!

Then, there is the nightly brushing that every beauty and potential beauty owes to herself. Rose Laird, who probably has as much to do with beautifying the younger generation as any one in this country—and who goes after her charges in the same fundamental manner a physician does when he's giving a physical examination—has some marvellous new twin brushes which you can see in action in the little sketch at the beginning of this article. She has tiny ones, too, for baby heads, and lots of curly-ringleted youngsters owe their blessed state to her, because she got their mothers or nurses to start brushing at the age of two.

The most popular way to wear the hair seems to be back from the forehead, parted or plain, with no set wave at all, but the ends turned up above shoulder length. Tortoise-shell bandeaux are good for school and generally becoming, but evening bandeaux are to be discouraged



for the sub-deb, except, perhaps, the simplest pearl band or a twisted ribbon. No rhinestones, please.

After hair, probably the next beauty concern in life is lipstick. And, here we are smack bang on a problem. Mothers are against it; schools forbid it. Certainly, there is no justification for it at all in school. You aren't dressed up to it, anyway. Yet, some way it keeps creeping in. At one New York school, a certain group of girls always stopped on the corner of an afternoon and applied lipstick with the aid of pocket mirrors, until teachers finally had to go out and put a stop to it. At another, the entire system is student government, so, if a teacher catches any of the girls putting on lipstick in the dressing-room after they've gotten to school, she can't report it to the head mistress. She tells the student council, who summons the girls, and, after a hearing, the penalty is usually extra study hours at school.

Our feeling about the matter is this. No lipstick for the early 'teens during the day, under any circumstances. In the evenings, if it makes such a vital difference at first parties, a little in the most natural colour it is possible to get—never the indelible, bright variety. The coloured pomade sticks made by Roger and Gallet are ideal as first lipsticks. One far-seeing mother put one of those in a beautiful little cloisonné lipstick holder that had been her own and presented it to her (Continued on page 96)



Finds of the Fortnight



The new sleeve length on a brown wool coat over a print dress; Rose Amado



Freak fox - rare silver foxes more white than black - Revillon



White collar
Black dress
checked pattern
all linen
-Dunlop



Beautifully cut nightgowns - ruffled crepe and print with jacket to match; Bonwit Teller

Tuck these red white and blue piped daisies in your hair Saks-Fifth Avenue



Suzzy's Mercury
hat of beige straw worn with
matching crêpe dress - Bendel



Sashes are
chic - Yards of
red chiffon tie
around a dotted
chiffon frock;
Bonwit Teller



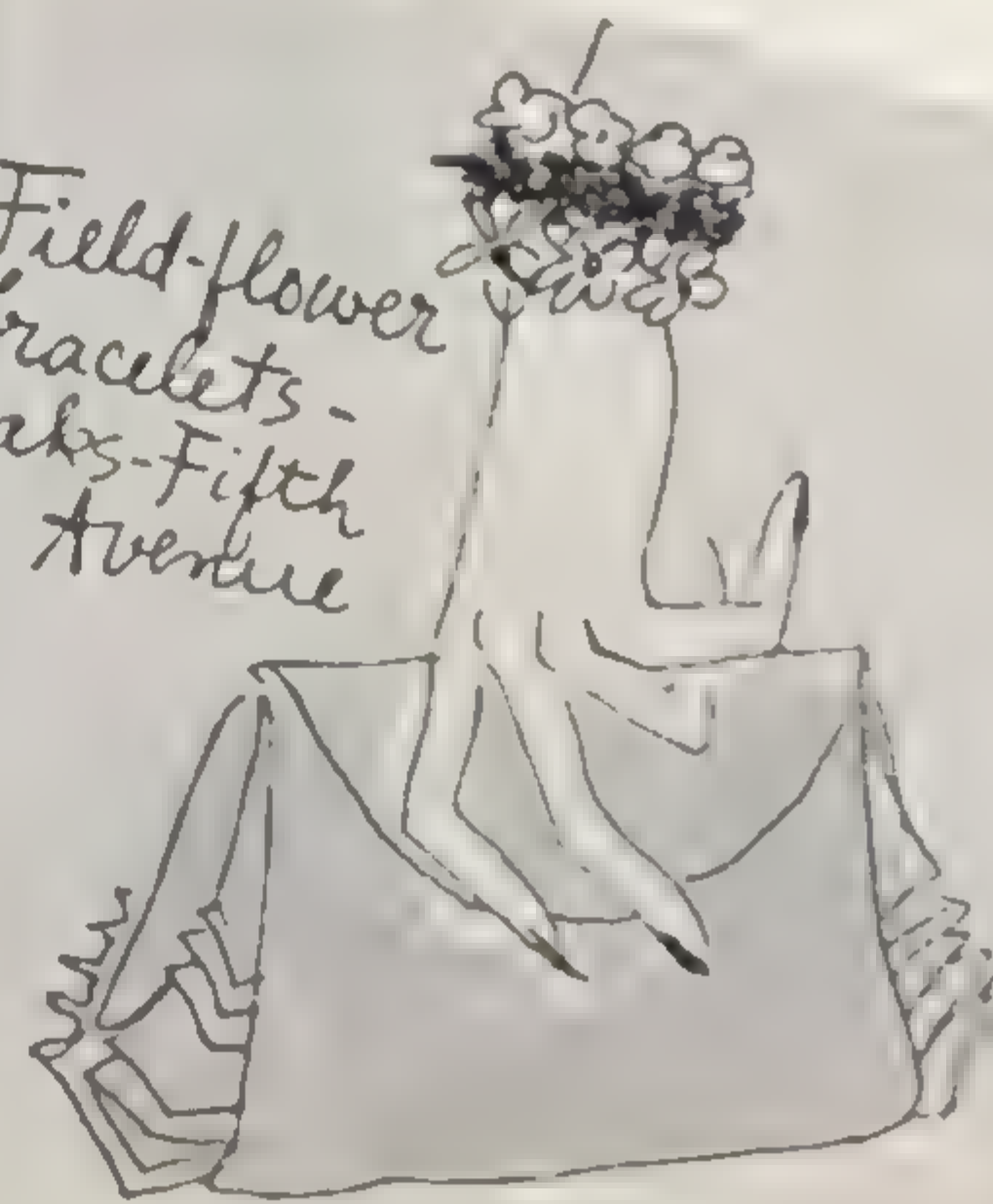
Long grosgrain rib-
bons on organza;
Altman



Spanish white Bali hat
from Dotts, Rodier cotton
trim House, Saks-Fifth Avenue



Summer confection - straw
daisies, and love apples;
John Frederics



Field-flower
bracelets -
Saks-Fifth
Avenue

Organdie bag;
Jay-Thorpe



Vogue's Smart Economies



SELECTED BECAUSE—a printed silk dress with a washable white coat is a practical way to summer chic. This dress (far left) is of gay daisy-printed silk crêpe, with pleated sleeves and hem. The cape-redingote is of white waffle double piqué. Best; \$30. Coat alone, \$10.75

SELECTED BECAUSE—nothing is smarter—or cooler—for town than a dark sheer frock with a touch of white. This youthful one is of Onondaga's mystic crêpe with cap sleeves and a separate hip-length cape with a cowl back. The jabot is of embroidered white batiste. Altman; \$40

SELECTED BECAUSE—a plaid silk crêpe that's really washable is a find for summer sports wear. The dress at the left on the opposite page has a separate triangular scarf and belt in a solid colour. Of Davenport all-silk crêpe in bright colours on white grounds. Altman has this; \$20

SELECTED BECAUSE—the second dress from the left is another of those rare washable sports silks (Mallinson's striped acetate crêpe) and in a style as becoming to the older woman as to the younger. In misses' and women's sizes. Colours striped on white. The Tailored Woman; \$17

SELECTED BECAUSE—here (opposite page) is a swagger-coat that is tubbable. It's of Curtis-Marr's cotton cordelle—wide ribbed, like corduroy. It has large cuffs and larger slashed pockets. In white and several colours. Women's and misses' sizes. This is from Bonwit Teller; \$20

SELECTED BECAUSE—this youthful shirt-waist frock (far right) is one of those casual frocks to wear all day long at country club or beach club. The wide collar and cuffs have nautical contrasting bands. Of washable chevron crêpe made of Crown Rayon Chalkelle. Jay-Thorpe; \$20

WHERE AND HOW TO PURCHASE—No matter where you live, you can buy Smart Economies. On page 16d is a list of shops where they are available; but, if none in your town is on the list, write to Vogue, 420 Lexington Avenue (please enclose a stamped envelope), and we'll gladly send you the name of a shop located near you

VOGUE SELECTS TWO FROCKS, EACH WITH ITS OWN CAPE



THIS GROUP OF SMART SPORTS FASHIONS IS TO BE FOUND IN NEW YORK AND IN OUT-OF-TOWN SHOPS



SHOP-HOUND

Tips on the shop market

MY own hand-whittled key of the city to Yvonne Carette, who, as you know, has formed an *entente cordiale* with Revillon Frères. On the third floor of this shop, you find her in residence with her spring collection, which she created in Paris and brought over along with Rodier, Meyer, and Colcombet fabrics. She is ready to reproduce her spring models for you or make you original designs—and how nice it is to have Carette clothes right here on our own Fifth Avenue! Her prices start at about \$125. I must mention, too, one trick of hers which only the French with their attention to nice details would dream of—her long gloves of supplest antelope are lined throughout with white silk jersey. Could anything be more perfect? They cost about \$10.

- Knit-a-bit while your waves are setting. Knit-a-bit while you sun-tan on the sands. Knit-a-bit as you travel here and yon—every one is knitting. Knitting is the smart, as well as the profitable, pastime. Some charming young girls started in at scratch, just as any of us might, and soon found that they were more than good with their needles—they were superb. Stymied friends sought their advice and help until the demands grew out of bounds. So they decided to do something about it in an organized way and opened a shop at 135 East Sixty-Third Street. They have been bowled over by their success. It's a repetition of the old story of the rat-trap. I found their shop a fascinating place. Every nook and cranny is piled high with luscious imported yarns. You make your choice—if you can—between heathery tweed-like yarns that smell of the Highlands or a frou-frou of frothy lightness. With a pair of glistening needles, you start merrily on your way. If you get entangled and bewildered—if purling or casting off becomes a problem in higher mathematics—, Miss Armitage will make it a joy again. These girls have fun, and you will, too, at the Knit-a-Bit Shop.

- Put your fingers on stilts, here comes the digging season. Before you start with gusto after the worms that are undermining your delphiniums, your sweet-williams, and your roses, you should pull on (to keep your hands lily-white) a pair of the English weeding gloves I found at Max Schling's (618 Madison Avenue). Four wicked

spikes are clamped on at your finger-tips—spikes such as the devil himself should have for finger-nails, spikes that bring death and destruction to all garden pests and make digging more fun than it has ever been before—and that's something. They cost about \$5.

- Care fades into oblivion when I arrive at Jay-Thorpe's. I say to myself, "Now I shall be entertained"—and this shop hasn't failed me yet. It's an intriguing place—easy to go into, hard to leave. The newest tidbits there from Paris have to do with meshes, for the knitting and crocheting craze seems to have the whole world by the hand. Short gloves are hand-crocheted of linen thread with cunning little cuffs (about \$3.50 a pair). For more formal wearing, there are lacy white gloves with flaring gauntlets starched as stiff as a gentleman's opera collar—you can't imagine anything cooler or crisper (these cost about \$2.75). (And, by the way, let me whisper a Paris secret in your ear. Don't let your maid starch your white accessories. Dip them in rice-water—what a difference *that* makes!) A perfect bag for a summer's day is made of twine in a hand-made looking stitch and costs less than \$7.50. A belt (about \$3) and gloves (about \$4) of the same family-tree will add a fresh look to any costume. And there are pumps of kidskin with inserted panels of mesh—all in one colour or contrasting, as pleases your fancy (at about \$15.75). A sweater from Paris is hand-knitted in a stitch that is sheer allure. From the little turn-over collar to the deep purling at the waist, it catches the feeling for mesh in a way that makes you buy it straight away (about \$12.75). And, as I was leaving, I saw a necklet that stole my heart away—of crystal gazing-balls banded together with tiny rhinestones. The girl who wears this on a hot day is going to be an oasis. (It costs about \$55.)

- Down at the heels doesn't mean slipshod in this day and age—the younger element revels in low-heeled dancing slippers. We know that we (Continued on page 93)

- Shop-Hound spends most of her time nosing about the shops of New York. While she can not undertake shopping commissions, she will be glad to give information. Write to Vogue, 420 Lexington Avenue (please enclose a stamp)

BEAUTY SCIENCE AND MEDICAL SCIENCE

Produced These Startling New Skin Preparations . . .



Helena Rubinstein, international beauty authority, at work in her Paris Laboratory

Helena Rubinstein is again the first to give the world the latest discoveries in beauty. Collaborating with Europe's leading dermatologists, she has developed three remarkable new preparations. In creating these extraordinary beautifiers, Helena Rubinstein and her medical co-workers have drawn on two supreme sources—Nature and Science. Embodied in these preparations are the juices of exotic plants, protoplasmic and lipoidic ingredients. These are the beauty preparations of the future!

Herbal Cleansing Cream

This unique cream is composed of so many and such extraordinary virtues that its name scarcely begins to describe it. Its cleansing powers alone would assure its fame. But in addition, it brings the tissues rare refreshment and a simply thrilling vitality. You will delight in its velvetiness—and the velvetiness it imparts. You will marvel at the way it melts into the pores. You will rejoice in the precious sense of well-being and invigorated youth it gives your skin. This is the cleansing cream supremel 1.50, 2.50, 4.00, 7.50.

Herbal Muscle Oil

Tired, modern skins have a hungering need of this unique preparation. Its effect on neglected, shrivelled throats and lined, weary eyes is a complete revelation! Composed of the primary vitamins and priceless tonic elements—Herbal Muscle Oil puts back into the skin the vital substances which modern living and especially modern dieting have taken away. It replaces dryness with fresh, young beauty and injects new life into the muscles of the face and throat. No face that knows strain should ever be without Herbal Muscle Oil. 1.50. Special strength, 3.00.

Hormone Beauty Masque

This is a creation which will make cosmetic history! All that the ancients knew about the art of beauty masques plus the most recent discoveries of science are fused in this one perfect preparation. The youth-giving powers of living hormones, the beauty-bringing essences of rare herbs and flowers. To use this Hormone Beauty Masque, delicately pink, silky in texture, is an aesthetic experience. And to see its effects on the skin is to witness something very close to the miraculous. The Masque absorbs all the lines and drabness from the skin, all the weariness from the contours and leaves the face with a new-born look of beauty and vitality. The Hormone Beauty Masque is the most noteworthy achievement of beauty science in many years! 7.50.

Used alone, the above beauty creations are wonderfully effective. But when combined as a complete treatment, they answer every need of the skin and contour. They lift beauty to the peak of lasting perfection! They youthify and glorify!

Enchanté Bath Essence

Created in Grasse, the land of perfumes, Enchanté Bath Essence is the final note in modern luxury. It transforms the bath into a fascinating ritual. A beauty treatment for the whole body—soothing, softening, hauntingly fragrant. Generous bottle, 3.50.

Come to Helena Rubinstein's Salon for first-hand information about these remarkable preparations. Come for individual study of your skin and smart ideas on make-up. Come for a Salon Treatment which will be a revelation to you!

Helena Rubinstein Beauty Preparations and fascinating Parisian make-up available at her Salons and all smart stores.

helena rubinstein 

PARIS 8 East 57th Street, New York LONDON
DETROIT CHICAGO BOSTON SEATTLE MONTREAL TORONTO MILAN



PARK AVENUE SALESGIRL

by Bettina Wilson

"Of course, I don't intend to sell for long," the girl with social background and education says seriously to the department store personnel manager, "but I feel that I need this experience to go into merchandising."

He assures her with equal seriousness that, if she works hard and has ability, she will not be kept selling for very long—that there is stimulating, interesting work before her.

And so the play begins on a lofty plane with the store offering "great opportunity" as a cue and the girl responding with the proper lines about "ambition" and "willingness to work," each one hiding carefully the real plot.

For her part, she is taking advantage of department-store ambition to get a job when she has no experience or training behind her. She is bored with staying at home, or with marriage, or she wants an excuse for living in town instead of the country, and so she rushes to the department store where her background, her personality, and her appearance can be used just as impressively as on a stag-line or a charity-ball committee. She speaks of "merchandising" because it belongs in the department-store vocabulary, just as she would mention Frank Lloyd Wright to a young architect on whom she wanted to make an impression. Once in the store, she may develop an interest in merchandising and use her wits and education and sell something besides her personality and appearance, but, for the moment, she is quite confident that they are all she needs to get her what she wants—which happens to be a job.

As for the personnel manager, he wants her for atmosphere—to lift up the tone of his shop. She is the type of young woman that the shop generally has as a customer; her clothes cost far more than she could make in a month, she wears them well, and she has an air of confidence that is possessed only by some one who has never been dependent on getting or keeping a job. Her experience in social contacts has developed a certain amount of diplomacy which will be useful as "salve" for handling troublesome customers; her presence as an outsider in a

department full of competitive salesgirls will cause an appearance of accord, just as a guest will in a quarrelsome family; and he hopes that she will act as a decoy and bring other young women like herself into the shop.

He gives her a salary equal to that of an experienced salesgirl, and sends her to the Misses' dresses where she is told that figures are the only things that count in a department store, without any hint as to how she is to apply the particular qualities for which she has been hired to the highly competitive field of selling.

She finds herself competing with professionals who can tell at a glance a serious customer from a woman with the afternoon to waste, who can spot a shopper from another store and avoid her, and who can skim off the cream generally and leave the milk for the inexperienced such as herself. They handle two or three customers at once to increase their sale possibilities and never waste a moment off the floor if they can help it. Their conversation centres around the customer, whether she was easy or tough; the day, whether it is good or bad; and the sales they have on their books.

They fight occasionally about sales snatched from one another, they bully the stock girls, and they argue loudly with the head of stock. They jump to attention and assume an air of busyness at the sight of the buyer or floor manager, and always praise the stock before those who stocked it. Actually, they do a prodigious amount of conscientious work, their life's interest being their success at selling.

The atmosphere of a department changes completely with the influx of "nice young girls." There is still the question of what sales the girls have on their books, but asked in the same spirit as the score in a bridge or golf game. They talk about the cocktail party of the evening before, or a play some one has seen, or how little sleep another has had—the usual conversation of girls with a common background. They bring their boarding-school attitude with them, regarding the buyer and floor manager as teachers before whom they assume a serious expression, but actually consider old fogies. The head of stock and assistant buyers are irritating monitors who always fuss about something, but to whom practically no attention is paid. They tease the stock girls about their beaux and tell them not to say "him and me," and they cajole the section manager into closing his eyes to the fact that they all stay out to lunch overtime. (Continued on page 92)

POWDER PUFF, PRAY DO YOU KNOW
WHY MY NOSE IS SHINY, SO?



Yes my dear;
your powder makes it shine

CHANGE TO PRIMROSE HOUSE
CHIFFON: IT CONTAINS NO SHINY
SUBSTANCE TO CATCH THE LIGHT

It plays such an important part in the lure of
a woman's face — that little nose which can
betray her more quickly than any other feature
of her face.

She'll spend an hour before her boudoir mirror,
yet before the evening is over she'll have
dipped into her powder half a dozen times to
be sure her nose is dull.

It isn't that she suspects her powder is at fault,

but merely that it's necessary to use it quite
often.

Truth is, my dear, so many powders fail to
take off the shine—they actually sprinkle your
nose with millions of tiny, shiny mirrors.

At last, a powder that can not shine!

Most face powders do not perform the duty
to which you set them because they contain a
substance whose tiny facets catch the light and
shine like a beacon on your nose.

That's why so many faces, no matter how
meticulously powdered, shine so radiantly in
the light of day.

But Primrose House Chiffon *contains none of
this substance*. The shine has been cunningly
removed by a special process.

And another exclusive process makes this
divine powder cling fast to one's face all day.

That's why so many women swear by Primrose
House Chiffon Powder. They just know it's
shine-proof.

If you want to show a nice dull finished nose
to the world, get a box today.

Eight lovely shades. Priced at \$1 and \$3 a
box. Primrose House, 595 Fifth Avenue,
New York.

Primrose House



*Cleanse
Stimulate
Lubricate*

PORE-DEEP

AS ONLY LIQUIDS CAN

Have you ever tried Ambrosia, the pore-deep cleanser? You feel Ambrosia tingle—you know it is cleansing the skin as nothing has done before.

Only a clean skin can be beautiful. That's why so many women who have become consistent users of Ambrosia report their skins are clearer, whiter, fresher-looking than they've been in years.

Only pores that are clean to their depths can really be shrunk, refined. Use Ambrosia Tightener to do this. Made from an old French formula, perfected by a New York skin specialist, doctor's tests prove that Ambrosia Tightener not

only refines large pores, but prevents blackheads and pimples, clears oily and sallow complexions. Performs miracles in normalizing oily skins.

When pores are clean, skin can absorb a cream. Ambrosia Cream is fluid, its particles 11 times finer than butter particles in milk. Moreover, it is practically identical with natural oil. Thus it not only penetrates, but restores oil, ending dryness, smoothing wrinkles.

Ask for Ambrosia beauty aids at any drug or department store. 75¢. Slightly higher in Canada. Hinze Ambrosia, Inc., 114 Fifth Avenue, New York, New York.

AMBROSIA POWDER is sifted through the finest silk screens, yet contains an ingredient that makes it cling to skin for hours without clogging the pores. In 4 shades, French-perfumed. 75¢.



MARTINUS ANDERSEN

This is the new Vionnet ensemble that is just making its debut in America. "Temptation" is the name of the perfume, and you are better off if you don't resist it! Saks-Fifth Avenue

ON HER DRESSING-TABLE

HERE it is May with flowers popping up all around and any number of bright and diverting ideas rolling in from the beauty people who help to make our life the exciting business that it is. For example, have you seen the amusing and amazing little spheres of perfume that Jeurelle has brought out? They are widgets, but with an air! Little round globes of the perfume are screwed into black bases. You unscrew the globe, and, incredibly, not one drop of perfume will come out of the upturned sphere until you touch it to your wrist or handkerchief. It would be worth buying just to try the stunt, but the perfumes themselves are flower odours that are unusually true and fresh—freesia, gardenia, cyclamen, mimosa, camellia (there's a bit of imagination!), and a bouquet, "Le Secret." They are put up in smart little silver boxes, and they would make a perfect gift for the young person who is always on your list, or for any one else, for that matter.

• Then, Barbara Gould has thought of something new under the sun, and that is to put perfume into a bridge set. There is a flat case with four little boxes—hearts, diamonds, spades, and clubs. In each one is a miniature flask of the Barbara Gould perfumes, which, conveniently enough, are made in four different fragrances. To tie it all together, each set is equipped with a contract-bridge score. You'll find these sets in all the shops.

• Of course, you're going to have a permanent, now that spring is here. But we hope you're not one of these mistaken ladies who think that one permanent is as good as another. Price-slashing has been as general among the hair-dressers as among dress-makers, and with pretty much the same results—and now the wiser ones are returning to quality, realizing that there is as much difference between a good and a bad permanent wave as between a (Continued on page 105)



The new Marly vanity-case and lipstick make one of the smartest duos seen about town this spring. In brown, black, white



Dunhill's lovely new gardenia powder comes in this flower-adorned handbox and smells like a gardenia-tree in full bloom



ASK!

THIS, we believe, is the most sensible method of selecting a fine car ever proposed. And it's all embodied in the one word, "Ask!" • Ask your Packard dealer for the novel book entitled, "Ask the man who owns one." In this book you'll find the names of people in your community who own Packards. In it, too, you'll find a list of questions covering every phase of motor car performance

and upkeep. • At random, select a jury of your friends. Ask them the questions given, and any others you may think of. • When you've heard their answers, we believe you'll be eager to drive one of the new Packards. Ask your Packard dealer to bring a car to your home. Notice that, in appearance, this car is unmistakably a Packard—with the famous identifying lines that

make Packard America's most distinctive car. • Then drive this Packard—and ask it to do everything you would like a fine car to do. Compare it with other fine cars, American or foreign, on any basis you care to. • When you've done that, decide. • But first—ask!

PACKARD

ASK THE MAN WHO OWNS ONE

“CANADIAN CLUB” is one of the really fine whiskies of the world. Distilled, aged in wood for years, every step of its manufacture is safeguarded to provide the high degree of quality and purity which have distinguished the products of Hiram Walker & Sons for more than 75 years. Its

age is attested by the Canadian government's official stamp which seals each bottle. In Hiram Walker's London Dry Gin—as well as in all other Hiram Walker products, including several very fine brands of moderately priced blended whiskies, you will find the same inherent qualities which are so evident in “Canadian Club.”



“CANADIAN CLUB”

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THE FOOD OF HEROES

By Marcella Holmes

NO one, save the veriest glutton, would be forever eating. However, to the epicure who looks on cooking as one of the fine arts and a perfectly planned meal as an achievement, there is a certain joy in merely reading of food and drink, even when not partaking. By this, we do not refer to the delights of perusing cookery books—although some of these are truly inspiring—but to the sort of mental macking of lips that comes on finding mention in fiction of this or that dish consumed by our hero or heroine.

Sometimes, detailed accounts of whole meals are given. This, of course, puts a double strain upon the author, for not only must he write well, but he must show himself something of a gourmet into the bargain. Usually this is not difficult, as literary men—and women, too, we doubt not—are generally known to be addicted to the pleasures of the table. Dumas even went so far as to say that a good writer was always a good cook. Perhaps. But there are certain writers we can think of whose culinary efforts we would rather not sample, that is, if style in one art indicates a similar style in another.

There is a lyric strain that creeps into prose when some well-loved dish is described—even such humble things as rice pudding and toast and beefsteak pudding acquire glamour when Hugh Walpole says of them, "She loved rice pudding; her heart beat fast in her breast when she thought of the brown crinkly skin of the rich warm milk of a true rice pudding; also she loved hot buttered toast, very buttery so that it soaked your fingers; also beefsteak pudding with gravy rich and dark, and its white covering thick and heavy."

And who can forget the preferred delicacies of the ladies of Cranford, "scalloped oysters, potted lobsters, jelly, a dish called 'Little Cupids' (which was in great favour with the Cranford ladies, although too expensive to be given, except on solemn and state occasions—macaroons sopped in brandy, I should have called it, if I had not known its more refined and classical name)." "Little Cupids!" In spite of the cannibalistic suggestion of the term, it evokes the period of sentiment, wax wreaths under glass bells, hair bracelets, and keepsakes. Cocktails are the only thing in the way of food or drink fancifully christened to-day, but the "Bees' Knees" is a far cry from "Little Cupids."

GOURMET OR COURMAND?

The pages of Dumas and Dickens so abound with references to food that, unless one has recently eaten, after a few chapters the reader is almost forced to raid the refrigerator or suffer the pangs of Tantalus. When Mr. Wardle bids the fat boy, "Come, hand me the eatables," and continues, "Now the tongue—now the pigeon-pie. Take care of that veal and ham—mind the lobsters—take the salad out of the dressing—give me the dressing," we find ourselves sighing as greedily as Joe. "Lobsters, hams, devilled kidneys, huge mince-pies, cherry brandy, hot

punch—certainly there was no talk of balanced menus or of counting calories in Dickensian circles. As for Dumas' fiery gentlemen, they are forever sitting down in some picturesque inn to enormous repasts of every known meat and fowl, accompanied by bottle after bottle of wine, usually Anjou or Burgundy. Spinach—or tetragones, as Aramis called it—was a food of penance, a theory that still has many supporters.

Christopher Morley is another writer whose characters not only eat with zest, but refer knowingly to cooking. We have often wondered what was the mysterious pink sauce for eggs invented by Roger in *The Haunted Bookshop*. Hergesheimer mentions meals with evident relish—a breakfast of "strawberries and cream, and buttered toast, and an omelette with fresh tomatoes," "supper in the pantry—a large plate of bread-and-butter sandwiches, a bowl of watercress salad, cold chicken, native rhubarb, brilliantly pink and sweet, sandtarts, and milk," "a raspberry omelette glazed with crushed raspberries and sugar." He even goes into the ordering of groceries and planning of menus in detail. And his characters have an especial fondness for caviar.

CUCUMBERS AND WILDE

Some eatables, as Mr. Wardle calls them, are irrevocably associated with certain books. At the mere mention of gruel, one's thoughts fly to Mr. Woodhouse in *Emma*. Dear old Mr. Woodhouse, who thought a leg of pork might be partaken of if properly boiled, and that an apple was wholesome when baked, but who sent the fricassée of sweetbreads and asparagus away from his table, as too rich for his guests. Cucumber sandwiches bring to mind Algy, in *The Importance of Being Earnest*, devouring the whole plateful—his aunt's favourite dish—before she has come to tea, and blandly relying on his servant's lie to her that there were no cucumbers on the market. There is something peculiarly appropriate about the association of cucumber sandwiches and the comedies of Oscar Wilde—both thin, and light, and sharply seasoned.

Not all references to food are laudatory. Take this, for example, from *Elizabeth and Her German Garden*. "She lunched to-day on beer, *Schweinekoteletten*, and cabbage salad with caraway seeds in it, and now I hear her through the open window, extemporising touching melodies in her charming, cooing voice. She is thin, frail, intelligent, and lovable, all on the above diet. What better proof can be needed to establish the superiority of the Teuton than the fact that after such meals he can produce such music? Cabbage salad is a horrid invention, but I don't doubt its utility as a means of encouraging thoughtfulness; nor will I quarrel with it, since it results so poetically, any more than I quarrel with the manure that results in roses, and I give it to Irais every day to make her sing."

As for (Continued on page 97)



DISTINCTION



Springtime in Paris

Springtime in Paris perfume is the essence of distinction. Until you try it you cannot realize how characterful a perfume can be. Springtime in Paris powder, rouge, lipstick and other beauty essentials, possessing the same exclusive fragrance, are sold by the better department and drug stores.

Face Powder \$1.25
Perfume \$1.25 to \$10.00

Rouge 85¢
Lipstick \$1.25

B O U R J O I S



ONE OF CHANEL'S LATEST MODELS, RELEASED MAY 1, 1934



Chanel defined it first and last as worldly beauty. Her perfume, Glamour, is the very word itself. It is the hush following your presence in a room.

GLAMOUR



*Reg. U.S. Pat. Off.

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on costume and fashion; on household decoration; on shops dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the beginning or end of every letter.

(2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of totally unrelated questions, any one of which may require a considerable amount of research to answer it adequately.

(3) Unless requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer that it considers of interest to its readers.

Mrs. D. M. C.: What type of place-cards should one use at a large luncheon or at a dinner?

Ans.: The smartest place-cards are the simplest—a small plain card, or even the back of one's own or one's husband's visiting-card could be used when one entertains so large a number of guests that the seating becomes complicated. Long ago, place-cards used to be very elaborate and often included some charming small gift, such as a lovely silk or velvet bag, or a Dresden china bonbon box. But now, even little gilt-edged cards are rarely seen on smart tables. And "fancy" place-cards or favours are not seen there at all.

Miss L. P.: A friend of mine is to be married—and as her other friends are all entertaining her at teas and dinners, and the time is short between now and her wedding-day—I would like to give a "breakfast" for her. Will you please help me plan it?

Ans.: Breakfasts in the social sense, as you probably know, mean luncheons. They are given rather before the usual lunch hour—and are often called "brunch." Breakfast dishes such as eggs, sausages, broiled ham, and griddle-cakes would be served—and in regular breakfast order, with fruit, or fruit-juice, first and hot breads or toast and jam or honey at the end. The service might be informal, or the guests might help themselves in buffet style. You might serve a Holland breakfast, with platters of different kinds of sausages and cheeses, or a British breakfast, with various cold and hot meat dishes, including stewed kidneys and tiny fish-balls. Or, finnan-haddie (chipped and creamed, or baked in milk), baked Irish potatoes, and Boston brown bread with spiced gooseberry jam would be a breakfast menu that also substitutes for lunch. A breakfast would, necessarily, be informal in tone—just as informal as you wanted to make it.

Mrs. J. M. M.: Will you please tell me about hats and gloves? Does one ever wear a hat to luncheon in one's own house? Is it necessary for guests

to keep their hats on at a luncheon? If long gloves are worn at an afternoon or evening affair, should they be removed while eating, or is it good form to turn them in at the wrist?

Ans.: A lady does not wear a hat to luncheon at her own house unless she has just come in, or is going out immediately afterwards. Her guests, however, wear their hats—at least they do in all cosmopolitan places. As for gloves, they should be removed entirely.

Mr. J. M. K.: Please tell me what you should do at a large dinner-party when you find yourself seated next to some one to whom you have not been introduced. It is correct, isn't it, to present yourself to the "Unknown?"

Ans.: Yes, indeed. It is only polite to introduce yourself and talk as pleasantly as possible. The same rule holds good if, by some ill chance, and unknown to your hostess, you find yourself placed next to your "worst enemy." Consideration for your hostess and for the social ease of the other guests should always force you to make the best of any such situation.

Miss A. A. C.: Will you please tell me how to set a breakfast tray?

Ans.: To set a tray neatly is something of a problem, we admit. The best way is to imagine yourself in the position of the person about to eat. Nearest the breakfaster would be the cup, saucer, and spoon, at the right; the plate—with a knife, fork, spoon, and a small folded napkin beside it—in the middle; and the fruit in a saucer set on top of it; at the left, a small plate with the toast or hot rolls and the butter-plate beside it. At the far side of the tray are the coffee-pot or teapot where they can be easily reached with the right hand; the sugar bowl, at the middle, rear; and the cream pitcher, hot milk, or hot-water jug at the left, balancing the tea or coffee-pot. The covered dish with the main course should be fitted into the centre space.

Mrs. T. U.: When a hostess is ready to leave the dinner-table, how does she convey it to her guests?

Ans.: She waits until she has caught the eye of the most important of her women guests, and then pushes back her chair and rises. In leaving the room, she allows her guests to precede her through the doorway. The men often remain behind with the host for half an hour or so, or, at small dinners, they go to the drawing-room at the same time as the women.

Miss M. B. T.: Will you please tell me what expenses should be borne by a guest, and what by the hosts—when one is visiting in town, in the country, or has been put up at one's hostess's club?

Ans.: The means of both hosts and guests must be taken into consideration on this point. Guests, generally speaking, expect to be transported, bag and baggage, from the station to whatever country place they are visiting. In town, on the contrary, a guest is quite likely to take him or herself and luggage to the house, unless met by the (Continued on page 102)



Nature Still... **but Nature Glorified**

● Years and pounds really mean little, after all. The beauty of your figure depends on its curves and its proportions. Vassarette Foundations will give you smooth, flowing lines. The boneless flexibility of Vassarettes will give you new freedom . . . while hips are firmly restrained, waist neatly defined, breast artfully lifted. Only Vassar can make Vassarettes. Always look for the name. \$5 to \$15 in fine stores. Write us for the name of the one nearest you. The Vassar Company, 2529 Diversey Ave., Chicago.

LEFT: A new, backless and porous summer Vassarette All-in-One that breathes with the body . . . but controls it! Wear it every day with everything. \$10.

RIGHT: A form-fashioned Vassarette Girdle of the same responsive fabric. \$5. The slip-on Bandeau has perfect adjustable uplift technique.

VASSARETTE Foundations

PARK AVENUE SALES GIRL

(CONTINUED FROM PAGE 86)

At first, they look on every customer as an interesting experience and grow enthusiastic every time they make a sale. They sit down in the stock-room between sales to rest and talk over the peculiarities of their last customer. (As no man is a hero to his valet, no woman is a Venus to her sales girl.)

They take advantage of every shopping hour that they can get to have their hair and nails done in the Beauty Salon (20 per cent. discount) or to spend their salary before they get it buying things which seem terrific bargains with their employee's discount. They add this discount to their salary and figure that the greater their purchases, the larger their salary.

FIENDISH FRIENDS

Their friends come in to see them, and, if they are busy, watch them handle a customer, finding it "screamingly funny to see Milly trying to sell a perfectly sordid dress to a perfectly sordid woman." These friends may waste the time between a late lunch and tea in a dressing-room smoking, gossiping, and trying on dresses, making great fun of them. And if they do buy something, which is rare, they regard it as a form of charity and hold it against Milly forever if the dress doesn't fit or wear perfectly. They don't like to buy clothes from a friend who will remember how much they paid and how much had to be let out at the hips.

These friends telephone the "nice" sales girl, pretending to discuss a dress until the girl on the switchboard stops listening, then getting down to the real business, which may be an invitation for the week-end beginning Friday with "the most fascinating person!" With her mind on what she is missing, her own desire to work and the personnel manager's promise of interesting, stimulating work both seem a little foolish.

Actually, the interesting, stimulating work that is offered in a dress department consists in hooking and unhooking dresses for as many hours a day as the law allows. It starts before the shop opens with dressing the figures for display.

EARLY MORNING SCENE

This is followed by a morning meeting. The dresses that are not selling are exhibited, and their qualities extolled with the injunction that they should be pushed. The girls are shown the new dresses, which are always described as "the latest thing in Paris." Shopping reports are read, proving that there is no equal in style, quality, or price to be found in town. The buyer tells the girls what she learned in the dim far-away days when she sold—which fact is brought up to inspire them with ambition by showing to what heights selling can take them.

If this is not enough to keep the sales force in a fever-heat of enthusiasm, the morning meetings sometimes take the form of fashion shows. Then the girls with good figures (and this is an important consideration in the new department-store type) arrive early in their best opera pumps and

parade in the new dresses before the other sales girls. The ex-débutante is good at this, imitating the slouch and knee dip of the professional model and causing pangs of envy because she looks at home in a \$200 dress, and not just dressed up.

The dull morning hours are spent doing stock, which consists of hooking up dresses, seeing that they are clean and on the right hangers, that they have belts and slips, and sewing on missing hooks and buttons. Nothing annoys the socialite sales girl more than to have the head of stock keep after her all day to do her stock; and nothing enrages the head of stock more than to have one of these young ladies say in a cold, dignified voice, "Can't you see that I am busy?"

When selling begins, hooking and unhooking becomes more personal.

"I'll be well fitted to be a ladies' maid when I get through here," the young girl says in embarrassment as she squeezes the roll of fat between the customer's brassière and girdle into the dress.

"I'm going to start dieting next week," the customer explains when the girl suggests a larger size.

She wonders how women who have dressed and undressed themselves all their lives can be so awkward and helpless at getting in and out of clothes; seams are split, lipstick is left on the collar, and most women try to take a dress off without unhooking it.

THE "ART" OF SELLING

She tells the woman who says she wears a sixteen that the sizes run very small when she fits her into an eighteen, and she tells the woman on whom the twelves reach the ground that the sizes run very large. She shows the woman who can afford a sixteen-dollar dress, but wants the pleasure of trying on sixty-nine dollar ones, everything in the department, and, when the woman buys the sixteen-dollar one, she smiles and saves her remarks for the stock-room afterwards.

When she waits on the girl who comes in and charges quantities of clothes to her parents, most of which will be returned, it is too reminiscent of her own previous actions to be funny. And when the mother of a girl at school buys what she thinks the girl ought to wear, she groans in memory of how she used to feel when she received such selections.

She learns that if a woman brings her family, it is almost impossible to sell to her, as every voice will disagree; if she brings a friend, she may easily buy a more expensive dress than she should, to impress her—and the dress will come back. She finds that stenographers out in groups of two's and three's on Saturday afternoons come to admire themselves and one another in dresses they can not buy. She learns to avoid short plump women who never want to shop in departments designed for them, but cherish the fond hope of fitting into Misses' dresses, which are made for the ideal figure.

By five-thirty, her arms hurt from carrying dresses, her index-finger is calloused from the hangers, and every inch of (Continued on page 94)



"MAYTIME"

... a fascinating print or a plain sheer rival for favor in this adaptable original model by Stein & Blaine.

Stein & Blaine
INC.

13-15 West 57th Street, New York

If you could only try on your stockings before you bought them

... you would always be sure
of perfect fit ... in width and
length ... as well as foot size.

AFTER all, it is even more important to flatter
your leg than to flatter your foot. belle-
sharmeer stockings do both ... to perfection!

If you tried on belle-sharmeer stockings be-
fore you bought them, they could not fit you
better. You see, there are four different propor-
tions, individually fashioned for small, average,
tall and plump women. One of them was "made-
to-measure" for you ... not only in foot size ...
but in width and length as well!

No more slipping heels or twisted seams or
wrinkled ankles! No more knees that bag or
bind! No more doubled-over or strained-up
hems! And the Waynew Foot assures lovelier
lines, better fit, longer wear.

Beautiful belle-sharmeer stockings, in the
new shades and popular weights, are sold exclu-
sively at one fine shop in each community.

May we send you **FREE** an illustrated
booklet on belle-sharmeer stockings?
Address the belle-sharmeer division of
the Wayne Knitting Mills, Dept. B, Fort
Wayne, Indiana. . . . Member N.R.A.

belle-sharmeer
STOCKINGS
designed for the individual



All three wear size 9½. Three women ...
small, medium and tall ... often take the same foot
size stockings, but require different widths and lengths.
Do not misunderstand. belle-sharmeer does not offer
one stocking that stretches to fit all legs, but comes
in all leg sizes ... as well as foot sizes from 8 to 11.

YOUR FOOT SIZE has a NUMBER and YOUR LEG SIZE has a NAME

brev is shorter in
length and slimmer in the
ankle for small women.

modite is exactly right
in width and length (30 to 31
inches) for the average type.

duchess is extra long
for tall women, never
binding at knee or ankle.

classic is fashioned
wider from ankle to hem,
for those with larger legs.

VOGUE'S SPOT-LIGHT

(CONTINUED FROM PAGE 67)

The only tangible evidence here of the two John Howard Lawson plays that came and went between traffic lights is the sketch of Dorothy Hall, who was one pure heart in "Pure in Heart," on page 67. This is no place for the exhumation of dead plays, but it so happens that the author of this and of "Gentlewoman" can not be as easily dismissed as his brain-children. For the first half of both plays were quite extraordinary. They had a strange, compelling rhythm, a sort of theatrical hocus-pocus that held you. Then the spell broke, and both plays petered out hopelessly in muddled motivation and tawdry, tabloid philosophy. If Lawson could some-

how acquire the dramatic discipline of a Sidney Howard, say, an exciting play might be born. But Mr. Lawson is a proud communist, and discipline in any form may smack of the bourgeois to him. The irony is that disciplined expression is the only expression for any creed, and he defeats himself and his faith by not knowing how to translate it with clarity.

We close on a tenderer note: with an enormous bouquet to George Arliss for a peerless performance as Nathan Rothschild, head of the great banking house at the time of Napoleon, Metternich, and anti-Jewish riots in Germany. A timely film, if ever there was one.

MARYA MANNES

PARK AVENUE SALES GIRL

(CONTINUED FROM PAGE 92)

her is aching. It takes months of standing to get used to it.

It is in this state that she faces her evening's social life. A hot bath with lots of Epsom salts to take out the aches, a half-hour's rest, fresh clothes, a new make-up, and she is ready to go out and dance, or to the theatre, or to regale a dinner-party with funny tales of store life. This stimulation is necessary to goad her on to her next day's work. Her friends may not buy clothes from her, but, with their continual congratulations on her smartness in getting and keeping a job, they keep up the illusion that she is starting on a big career.

"How interesting it must be!" doesn't fool her, but it gives her some satisfaction that others think it is interesting.

Working all day with people creates a nervous excitement that makes it difficult to relax at night. She may drag home feeling that all she wants is to be left alone with a book, but, after she has read the same page over three times with her mind intent on the telephone, she realizes that she wants to be amused, that she wants to get the echo of "Could I show you something, Madame?" out of her head.

Something providential generally turns up as an excuse for abandoning this career: marriage, a trip to Europe, the family migration to the country for the summer, or even a nervous breakdown. Giving up her job isn't very serious, since she knows that she can impress the same personnel manager again, or some other, if she wants to go back to work. The interesting, stimulating work is much more convincing in retrospect or in the future, than in the present.

We have seen now one corner of a department store, where the diletante girl with education and social background is used, and indicated that all she gets out of her experience is a profound knowledge of women shoppers and aching feet, although the girl who has real stuff in her can make it a fine basis for future competence in any field. The city has plenty of society girls—social amateurs—who have risen from selling to the top of the fashion world through sheer ability.

It might be interesting to speculate now what the department store gets out of the girl. There are several good

reasons behind this department-store tendency: the daughters of successful men are apt to have executive ability themselves; if not, they at least are good as atmosphere, salve, comparative shoppers, and a convenience to avoid slack-season salaries.

The big, cheap department stores get more out of hiring amateurs than the conservative ones. With their large turn-over in personnel, they can take advantage of a superior education and push a girl ahead if she shows ability; otherwise, they drop her after her first enthusiastic burst of selling is over. They are ever in need of bright young girls, and they don't care whether they live on Park Avenue below Ninety-Sixth Street or above, or whether they need the work or not.

Both cheap and better class department stores need gentle manners and social graces as balm for their troublesome customers. No girl whose job depends on her sales can waste her time with the lonely woman who spends her time looking for pleasant contacts in stores, but the inexperienced girl with a nice personality and an ease in social contacts can do much to turn this poor customer into a good advertising agent.

The girl with family and money behind her is a seasonal worker for the most part, and her off-seasons correspond nicely to the slack summer months when a store has to reduce its staff.

In fact, the socialite is a great asset to the modern department store—but only a few make good at salesmanship. Her selling is, at best, apt to be spasmodic, depending upon her outside social life, her degree of boredom, and how much she likes the stock. A professional sales girl will push some dresses, knowing that others will sell themselves; the girl who has never thought of clothes except subjectively will push only the dresses she likes. She gets excellent shopping reports; never says "Can I help you?" and she takes leave of her customer pleasantly, whether the customer buys or not. However, she has no pride in being a sales girl, and she does not belong in the body of the sales force; she is only a complement to it.

"Of course, I don't intend to sell for long," she said at the beginning, and she generally keeps her word.



*You can't imagine
her being guilty
of Halitosis*

**There is a new way to keep breath
pure and fresh hours longer—one
that makes 50¢ equal \$1.50**

HOW perfectly groomed she is. How sure of herself. How exquisitely alluring... and her fresh loveliness, her serene confidence, all rest on the assurance of a pure, sweet breath.

Women ought to know

How can any woman dare to risk the faintest suspicion of unpleasant breath? The trouble is that many think they're safe when they are not.

When fighting halitosis, remember, there is one vital difference between the leading mouth antiseptics on the market. In one group is the mouth antiseptic that *must* be used *full strength* to be effective. In the other group is the new discovery, Pepsodent Antiseptic—utterly safe when used full strength, yet powerful enough to be diluted with 2 parts of water and still kill germs in less than 10 seconds.

Makes 50¢ equal \$1.50

Pepsodent Antiseptic is at least three times as powerful as other leading mouth antiseptics. Hence it goes three times as far—gives

you three times as much for your money—and gives you extra protection against unpleasant breath.

Almost everyone adds water to their mouth antiseptic. For years people fooled themselves by thinking they could dilute their antiseptic and still kill germs. Many have discovered their mistake and now use only Pepsodent Antiseptic. They enjoy the peace of mind its extra protection gives them. Be sure—and save your money!

IMPURE BREATH (Halitosis)

Pepsodent Antiseptic is particularly beneficial in overcoming bad breath. It cleanses and purifies—and leaves a pleasant taste.

Some of the 50 different uses for this modern antiseptic

Sore Throat	Cuts and Abrasions
Colds	Chapped Hands
Head Colds	Dandruff
Smoker's Throat	Skin Irritations
Bad Breath	Checks Under-Arm
Mouth	Perspiration Odor
Irritations	"Athlete's Foot"
Irritations of the Gums	Tired, Aching Feet
After Extractions	
After Shaving	

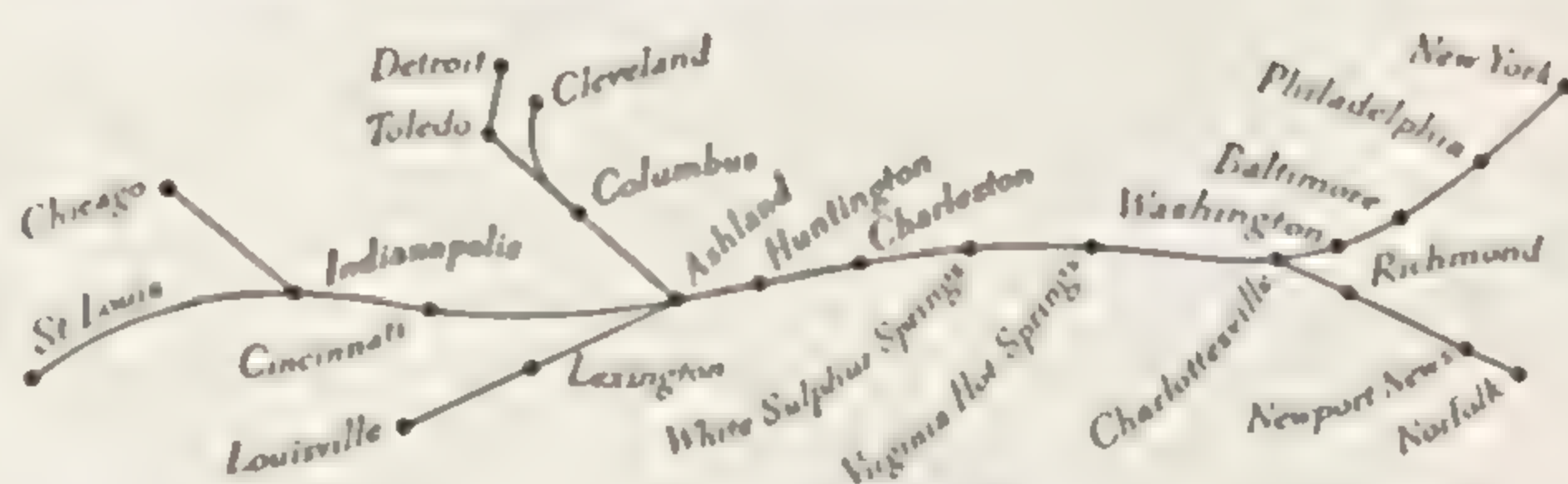
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"Porter!!..."

Travel C and O and Sleep Like a Kitten

THE GEORGE WASHINGTON
THE SPORTSMAN • THE F.F.V.
The Finest Fleet of Air-Conditioned Trains
in the World



CHESAPEAKE and OHIO

For branch offices see Travelog on pages 16n and 16o

"A MAD SUCCESS"

THE FRENCH CALL THIS SIMPLE
RECIPE CHART



Send for it—
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25 cocktails the whole
world loves...collected
from the smartest bars
of Europe and America



"Un succès fou!" Translated into many languages, in demand wherever civilized people cultivate the art of graceful drinking. Because Bacardi is different. Because Bacardi is smart. Because the chart tells how to mix 25 of the smoothest, most delightful cocktails you've ever tasted—all based on Bacardi. Of course you want a copy of this internationally famous chart for your very own! The American translation is now ready for you. And it's FREE! Just let us know you want it. Write to Schenley, Room 407, 20 West 40th Street, New York City.

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SUB-DEB BEAUTY

(CONTINUED FROM PAGE 79)

little daughter for Christmas. One thing to remember, if you put it on at all, put it on well. Don't smudge it on your teeth, after the manner of many novices.

There seems to be little demand for other make-up, because of a sensible realization that cheeks glowing with their own colour look funny under rouge. A good powder in a natural shade (that is permitted even in most of the stricter schools), a good soap, a cream for softening at night—these are the permissible cosmetics. To that, you might add a complexion brush, always a good medium for cleansing a young skin (Harriet Hubbard Ayer has a nice one) and surely a bottle of hand lotion, an item that isn't always thought of, but is helpful in combating the effect of inks and games.

RULES FOR THE 'TEENS

As for finger-nails, most young persons need a bit of checking up on this. It's not necessary to go to a professional manicurist. You can do a very good job with a scrub-brush and one of those efficient little manicure kits. Once in a while, if allowance permits, get them done by your mother's manicurist. But never bright polish—that is unforgivable in everybody's eyes. In the summer, have plenty of good sunburn oil, or olive-oil or cocoa butter will do. Of course, you will tan, whipping in and out of the water all day, but don't burn. It's the constant exposure that takes the oils out of your skin, and you'll have to take our word for it that you'll suffer for it later in life, if you don't go in for oil the first two weeks of every summer.

If you want to go in for a few flourishes, provide yourself with a little eyebrow brush, and arch your brows and brush your lashes up and down with it and a drop of water or bandoline. This is excellent future training, too. Ointment of yellow oxide of mercury, one per cent., put on every night, will make your eyelashes grow like mad. A little vaseline or odourless castor-oil rubbed over the eyelids before going to a party gives a sheen which no one minds—and which makes you feel exciting.

As for perfume, it is a good idea to encourage your favourite uncle to give you a bottle of good perfume for birthdays and Christmas, which ought to see you through the year. Don't have it a heavy one, but it doesn't have to

be a single flower odour. Yardley's "Fragrance" and Coty's "L'Aimant" are two good ones that aren't expensive, and Lenthéric's "Numéro Douze" is a lovely bouquet, somewhat grander in price. Eau de Cologne in perfume odours is a good substitute if you depend on your own allowance, and Lenthéric is perfect for that.

A SCHOOLGIRL COMPLEXION

All the foregoing bits about the face are given on the supposition that the skin is good and clear. If it is bumpy, that is something else again. Bumps on your face can be the most serious things in life. They can be the cause of unhappiness and inferiority complexes, and they should never be dismissed as "something you'll outgrow." If they come as a result of your diet, you'll have to change it, and everybody in the family should help you to stick to the new one, because nothing you eat is as important as getting rid of the blemishes. If they persist, Rose Laird is one of the places where you can get rid of them. If you live in or about New York, get your mother to take you in to see her. You'll have confidence in her even before she starts to clear up your skin, and many of the lovely young women around town have her care to thank for the beauty of their skins. If you're out of town, she has a series of new kits she calls professional kits for amateur skins. These aren't at all costly, and one includes the special medicated preparations she uses to clear up bumps and blackheads.

One thing that young people in their 'teens pass lightly over as of little importance is their posture. Probably this is because it sounds so dull. If you could have an idea of what an enormous difference the way you stand makes in (Continued on page 100)





THE MORE THE MERRIER

IF YOU SERVE A BUFFET SUPPER

DOES the very idea of having fifteen or twenty people for dinner send cold shivers up your spine? Then you don't know the ease of a buffet supper, where the more guests you have, the better the party.

Ever since clever hostesses discovered Chase chromium articles that were designed especially for buffet suppers, smart informal entertaining has been the vogue. Chase chromium, brilliant and gleaming, makes it easy to set the most attractive tables. And food can be kept hot without a bit of bother if you have a Chase Electric Buffet Server.

Non-tarnishing Chase chromium, that never needs hard polishing, is being shown in good department, gift, and jewelry stores. Make a special point of looking for these on your next shopping trip:

(AT LEFT) Chase Electric Buffet Server \$40.00 ...
Architex Flower Centerpiece (set of ten) \$20.00 ...
Diplomat Coffee Set with tray \$20.00 ... Cocktail
Shaker \$4.00 ... Cocktail Cups (each) \$.50 ...
Cheese Server \$5.00 ... Cold Meat Platter \$4.00

(BELOW) Stirring Cocktail Mixer \$4.00 ... Wine
Cooler* \$10.00 ... Wine Bottle Stand* \$1.25 ... Ice
Bowl and Tongs \$4.00 ... Cocktail-Canapé Server
\$10.00 ... Bottle Plaques (set of three) \$1.00 ...

*With decorations by Rockwell Kent ...

(Prices slightly higher west of the Mississippi.)

Table linens by Mossé



Emily Post has written a booklet that explains the whole technique of giving a successful buffet supper. Send the coupon with ten cents in stamps for your copy.

CHASE BRASS & COPPER CO.
Waterbury, Conn.

GENTLEMEN: I enclose 10c in stamps to cover the cost of sending me a copy of Emily Post's "How to Give Buffet Suppers."

Name _____

Address _____

CHASE BRASS & COPPER CO.

— INCORPORATED —

WATERBURY, CONN.



*America's Smartest
Convertible Car*

E A S Y R I D I N G

—the sum total of many improvements: a ride stabilizer that prevents side-sway and roll; a rigid, twist-proof frame; velvety, double-acting shock absorbers; long springs, 79 per cent of the wheelbase; finest type of upholstery springs; wide, roomy seats at the correct restful angles; and ample leg room and head room.

These factors, with many others, produce Auburn's amazing comfort and easy riding. We invite you to compare not only riding ease, but also performance. Investigate the advantages of Auburn's exclusive Dual-Ratio. Owners tell us the choice of 2 driving-ranges alone, makes the ownership of an Auburn desirable, and the possession of an Auburn a sound investment.

6 CYLINDER MODELS (119" WHEELBASE) \$695 TO \$945; 8 CYLINDER MODELS (126" WHEELBASE) \$945 TO \$1225; SALON 12 MODELS \$1395 TO \$1545

All prices at the factory, subject to change without notice • Equipment other than standard, extra
AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA, Division of Cord Corporation

AUBURN

THE FOOD OF HEROES

(CONTINUED FROM PAGE 89)

whole meals, the perfect lunch for hot weather is lightly sketched for us in *The Green Hat*, one of salads, and green olives, and Melba toast, and cold drinks filled with fruity matter. There is a superb dinner described by Sylvia Thompson, in *Portrait by Caroline*, one that the hostess might do well to remember. First, there was soup, "velvety, hinting of oysters and cream," then turbot Andalouse, "soft name, bitter sauce," poulet archiduc, cerises jubilees, and soufflé au Parmesan, "a gold cloud breaking upward."

The older Forsytes, lovers of tangible good, enjoyed many an excellent meal. On the night of April 30, 1887, Soames, Irene, June, and Bosinney sat down to thick soup, followed by a Dover sole, then pink-frilled cutlets, spring chicken with salad, asparagus, an apple Charlotte, olives, and caviar (the English fondness for a savoury is inescapable), and Turkish coffee.

It is easy to see that at that date appetites still followed the Dickens tradition. Almost as long a dinner, but one with a lighter touch, was consumed years later by Soames, Fleur, Michael, and Francis Wilmot—soup, turbot, partridges, a bombe, soft roes on toast, and melon, which Soames sprinkled with nutmeg. Even Sunday lunch had been deprived of reference to the British character by a sustained effort of will on Fleur's part. She chose lobster cocktails, a risotto of chicken livers, an omelette au rum, and "dessert trying to look as Spanish as it could."

The list could be continued at some length—Miss May Sinclair's greedy vicar dwelling on the masterpieces of his cook, Dr. Middleton in *The Egoist* holding forth on strawberries, Dr. Johnson condemning oatmeal—but we must be excused. We must investigate the resources of the pantry.

SOCIETY

(CONTINUED FROM PAGE 26)

ENGAGEMENTS

TULSA

Stauffer-Quilty—Miss Elizabeth Jane Stauffer, daughter of Mr. Ralph D. Stauffer, of Tulsa, Oklahoma, to Mr. John Crawford Quilty, of Tulsa, son of Mrs. H. F. Pinnell, of Kansas, Illinois.

UTICA

Welch-Trainer—Miss Kathleen Barney Welch, daughter of the late William F. Welch and Mrs. Welch, of Utica, New York, to Mr. Joseph J. Trainer, son of Senator Joseph C. Trainer and Mrs. Trainer, of Philadelphia and Somerton, Pennsylvania.

YOUNGSTOWN, OHIO

Bell-Miller—Miss Dorothy Bell, daughter of Mr. and Mrs. Rennick M. Bell, to Mr. Lawrence Winton Miller, son of Mr. and Mrs. Logan C. Miller, of Dayton, Ohio.

McKelvey-Deming—Miss Jayne McKelvey, daughter of Mr. and Mrs. Lucius B. McKelvey, to Mr. Walter Fenn Deming, son of Mr. and Mrs. Ramaden Deming, of Salem, Ohio.

Wick-George—Miss Helen Julia Wick, daughter of Mr. and Mrs. Elbridge A. Wick, to Mr. Ernest George, son of Mr. and Mrs. Jerome R. George, of Marion, Massachusetts.

WEDDINGS

NEW YORK

Bowen-Pendleton—On March 29, in New York City, Mr. Ezra Bowen and Miss Isabella Pendleton.

Fox-Phipps—On April 14, in the Church of the Heavenly Rest, New York City, Mr. Caleb Fellows Fox, third, son of Mrs. Charles N. Read, of Elkins Park, Pennsylvania, and of Mr. Caleb F. Fox, junior, of Philadelphia, Pennsylvania, and Miss Mary Austin Phipps, daughter of Colonel Frank H. Phipps and Mrs. Phipps, of New York City and Tuxedo Park, New York.

Green-Roberts—On April 21, in the Chantry of Saint Thomas's Church, Mr. Edson Killam Green, son of Dr. Edson Green, of Scranton, Pennsylvania, and Miss Carolyn Roberts, daughter of Dr. Dudley Roberts and Mrs. Roberts, of New York City.

Johnson-Snowden—On April 6, Mr. Robert G. Johnson, son of Dr. Henry W. Johnson, of Cambridge, New York, and Mrs. James H. Snowden.

Paget-Burton—On March 29, in All Saints' Unitarian Church, New York City, Captain Louis George Paget, A.F.C., of London, England, son of Mr. Cecil Paget, and Mrs. Harriet Bullock Burton, daughter of the late George Bullock and Mrs. Bullock, of Manana, Nassau.

Prosser-Smith—On March 24, in the Central Presbyterian Church, Mr. Robert Woodward Prosser, son of Mr. and Mrs. Herman A. Prosser, and Miss Mary King Smith, daughter of Mr. and Mrs. Stout.

Stout-Donaldson—On March 31, in Saint Luke's Episcopal Church, Mount Pleasant, New Jersey, Mr. Joseph Suydam Stout, son of Mrs. Herbert Treadwell

WEDDINGS

Wade, of New York City, and of the late Joseph S. Stout, and Miss Barbara H. Donaldson, daughter of Mr. Roderick Douglas Donaldson, of Montclair.

Whitlock-de Rham—On April 4, in the Chapel of Saint Bartholomew's Church, Mr. Frederick S. Whitlock, son of the late Bache McE. Whitlock and Mrs. Whitlock, and Miss Marion Elise de Rham, daughter of the late H. Casimir de Rham and Mrs. de Rham.

BOSTON

Hallowell-Means—On March 31, in the Leslie Lindsey Chapel of Emanuel Church, Mr. Robert H. Hallowell, junior, son of Mr. and Mrs. Robert Hallowell, and Miss Nancy Reeves Means, daughter of Mrs. Marjory Rice Means.

CHARLOTTE, NORTH CAROLINA

Robertson-Rose—On March 21, Mr. Lewis Ford Robertson, son of the late Edward T. Robertson and Mrs. Robertson, of Staunton, Virginia, and Miss Augusta Steele Rose, daughter of Mr. and Mrs. George McNeill Rose, of Charlotte.

CLEVELAND

Bulkley-Robbins—On March 31, in the Chapel of Grace Church, New York City, United States Senator Robert Johns Bulkley, of Cleveland, Ohio, and Mrs. Henry R. Robbins, of Lindsay, Ontario, Canada, daughter of Mr. and Mrs. George H. Graham, of Lindsay.

HOUSTON

Darby-Williams—On February 28, in the First Presbyterian Church, Houston, Texas, Mr. James Andrew Darby and Miss Charlotte Gwynn Williams, daughter of Mr. and Mrs. Franklin Weston Williams.

LOS ANGELES

Hume-Vail—On March 21, Mr. William Mansur Hume, son of Mr. and Mrs. George Hume, of Pasadena, California, and Miss Catharine Filtz-Randolph Vail, daughter of Mr. and Mrs. Filtz-Randolph Vail, of Los Angeles, California.

MEMPHIS

Pittman-Laws—On March 15, Mr. Alfred B. Pittman, junior, son of Judge Alfred B. Pittman and Mrs. Pittman, and Miss Dorothy Laws, daughter of the late Mr. and Mrs. Bradford Laws, of Cincinnati, Ohio.

Revill-Reeves—On March 15, Mr. Milton K. Revill and Miss Elizabeth Earl Reeves, daughter of Mrs. William Dickson Reeves.

MONTGOMERY, ALABAMA

Bear-Scott—On January 29, in Trinity Presbyterian Church, Mr. Theodore Lawrence Bear, junior, son of Mr. and Mrs. Theodore Lawrence Bear, of Montgomery, and Mrs. Margaret Pyne Scott, daughter of Mrs. Arthur Pyne, of Geneva, New York.

PARKERSBURG, WEST VIRGINIA

Widmeyer-Widmeyer—On March 6, Dr. Robert S. Widmeyer and Mrs. Sarah Smoot Widmeyer, daughter of Mr. and Mrs. Charles S. Smoot.

City Slicker

OUR NEW SILVER RAINCOAT



PECK & PECK



CITY SLICKER keeps you dry and saturated with smartness at one and the same time! It's Peck & Peck's challenge to Jupe Pluvius and his torrents—a shining silver raincoat that will make you pray for rain! City Slicker is made of the new Revolite—a waterproof, flexible, washable fabric presented first at Peck & Peck! \$10.50. Other colors in City Slicker—navy, brown and black.

MADE FOR PECK & PECK BY REVOLITE

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WHITE PLAINS CHICAGO BOSTON NORTHAMPTON
DETROIT MINNEAPOLIS ST. LOUIS PHILADELPHIA

Lily of France Duo-Sette

EXCLUSIVENESS!

An unusually original and distinguished Lily of France Duo-Sette.

The hips are molded into control through the use of imported French elastic, which eliminates all seams over the hips. The accented bust line is achieved by deft designing while the defined waist line is indicated in a lovely appeal.

Here is exclusiveness, beauty, comfort and unimpeachable style.

Featured in Corset Departments Everywhere.



SHOP-HOUND

(CONTINUED FROM PAGE 84)

can dance and dance and dance with none of that footsore and weary feeling the morning after. Besides, there is no less authority for the chic of low heels than Lady Abdy, who wears them constantly. Milgrim has a superior pair of low-heeled sandals, sired, I might say, by Palter Deliso, who know whereof they speak when it comes to fine shoes. The pair that caught my fancy has three cross straps on the instep, a T-strap covering the toes (they won't be obliterated when trod on), and a strap that goes round your ankle. When these are dyed a pastel colour with the dark kid lining as a contrast, they will do a lot for your reputation as a good dancer. (They cost about \$14.75.)

• Treat your furs kindly, this year. The days of sables for a song have gone the way of all flesh—again, furs are in the precious class. Send them promptly to be properly frozen; if you don't, you'll have no one to blame but yourself next season when they begin disintegrating. You should consult B. Weinstein, dressmaker and furrier of 485 Madison Avenue. Vaults are kept at a temperature that is so low it would put your electric ice-box to shame. That frigid, freezing temperature harbours a moth something like three seconds, and then it is gathered unto its fathers and disturbs your furs no more. All you have to do is to telephone Weinstein and your furs are called for, cleaned, gone over, and thoroughly prepared for their summer hibernation. When the wind blows north—another phone call, and prompt as you please, there are your precious furs, shining and supple. Weinstein makes life just a bed of roses for you. The charges are slight—two per cent. of the value is the average.

• Elizabeth Hawes will make for you the snippiest, gayest little suede cloth gloves that ever came into your life—any colour, mad or glad, to express your springtime mood. They are the length of the white ones French children wear when they are all dressed up. They fasten with one white pearl—like an ear button. Visualize yourself in a yellow dress and a pair of red gloves. Or a white dress and jade-green gloves. How well Elizabeth Hawes understands the younger generation! These gloves cost about \$6.50 a pair.

• Up at Bonwit Teller's, they are feeling pleased as Punch about their new department—a department that is evolved from a vast horizon of experience, a department where you get Bonwit Teller's own version, the up-town low-down in exclusive custom-made clothes at ready-to-wear prices. The *directrice* of this new corner has a canny mind and realized that things would happen if she let the designer (a Manhattan prodigal of definite ability) have his way. The result is happy, for this young man has an inspired sense of colour and an unerring eye for line. His chiffon evening gowns billow and yet cling—glory waits for those who wear them. From baby-pink lace that, by rights, should be made into a sweet, simple, and girlish concoction, he makes a wicked slinky thing

that will draw men's eyes. But he turns from madcap ways to cool, calm sense when it comes to street clothes. These are sane and wearable—the kind that you will be content to live in from dawn to dark. The evening clothes begin at about \$85 and the day clothes at about \$50.

• The worm's-eye view will be a nice one, this summer, because Lawrence Parker at 444 Madison Avenue (a new and shining light in the shoe world) has ideas. For years, you have lived and had your being all summer in white-and-black or white-and-brown shoes—but, this year, you'll galavant in unsullied white. For golf, he has a plain white buckskin shoe (with or without a tongue) with a crêpe sole that might be hand-turned, it's so flexible (it costs about \$13). Or perhaps you'd prefer a pair of white porcupine ghillies that have that chic rough look, with no abrasions on the leather, easy as pie to clean, dear public (at about \$14). For walking, there are shoes gone stream-line—a pair on which the only trimming is a band of pinking put on in moccasin style and called airflow—with apologies to Mr. Chrysler. Very swish and costing about \$13. For dancing the new day in, he has a pair of piqué sandals composed largely of straps (at about \$11).

• A flippant cap, knitted with a fin (the fin motif from Paris, of course) that makes a minx of you—this is Jean King's idea of what we should pull on our heads casually, with a list to the leeward. The fin stands up pertly or curls haphazardly, as you will. It's the sauce for the young—and chic for the country. The price is about \$5, and the shop is at 22 East Fifty-Fifth Street.

• For years, I've been revelling in the Bab Balladish charm of Fortnum and Mason's London Commentaries—songs in praise of something—sung to praiseworthy hams, to milk cheeses on their beds of straw, to the caviar-for-breakfast-line of belted Earls, a brace of bigamists and Tommy Atkins. "Sermons in pots, poems in jams, and good in everything." It's in book form now at their New York store (697 Madison Avenue). Between the covers lies a reputation as a prize wise-cracker—and all for about \$1.

• Remember the Lastex satin pants and skin-tights I found for you last spring at Franklin Simon? Well, this is another spring, and I have found a new Lastex love—my old love, in the gone the way of all old loves, in the discard. Now as to the facts of life about my 1934 Lastex find. These knowing people have made a new fabric they call Lino-Lastex, and I call it air-holes strung on strings. It isn't a mesh, it's a sort of net fabric, so frail, so inconsequential that I could not believe that it would do the trick of holding a girl's diaphragm down. But her bust up, and making her *derrière* vanish to the disappearing point. But it does! Surely, the younger generation owes a vote of thanks to Lastex. This new edition of my prize find is from (Continued on page 100)

To Really Get Rid of Arm and Leg Hair

NO MORE RAZOR STUBBLE OR COARSENEED RE-GROWTH

*Solves the
Hair Problem
as Women
Have Always
Hoped
It Would be
Solved*



Now one can actually get rid of arm and leg hair. Can, once and for all, banish the coarsened re-growth, the bristly stubble that follows the razor.

This is due to a new scientific discovery by one of the leading cosmetic laboratories of the world. A way that solves the arm and leg hair problem as women have always hoped it would be solved.

What It Is

It is an exquisite toilet accessory, resembling a superior beauty cream in texture. You simply spread it on where hair is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone—gone so completely that, even by running your hand across the skin, you cannot feel the slight-



est trace of stubble. For this amazing creation *definitely ends after-razor "stubble"*.

When re-growth finally does come, it is utterly unlike the re-growth following the razor and old ways. You can feel the difference. No sharp stubble. No coarsened growth.

The skin, too, is left soft as a child's. No skin roughness, no enlarged pores. You feel freer than probably ever before in your life of annoying hair growth.

Where to Obtain

It is called NEET—and is on sale at all drug and department stores and beauty parlors. Costs only a few cents.

Neet

CREAM HAIR REMOVER



Prepared for Conquest by PEGGY SAGE!

For the girl who cares, or the girl who dares, there's nothing to it but Peggy Sage Polish!

And this holds true whether your Peggy Sage Manicure is fresh from her Salon or achieved at home with her preparations.

From Fire Engine Red (or Mahogany, or Diane) to her palest pink the Peggy Sage Polish you choose will make you blissfully sure of glamour. And doubly to her credit, Peggy Sage's polishes are rich and smooth-flowing with long-lasting lustre.

You'll do yourself proud to follow the Peggy Sage way to lovely hands.



• PEGGY SAGE SALON MANICURE PREPARATIONS

- Liquid Polish .. \$1.00
- Polish Remover . . 75c
- Cuticle Remover . 75c
- Hand Lotion . . \$1.00
- Hand Smoother and Softener Cream . \$1.00
- "Set of Two" with Polish and Remover . \$1.50

PHONE Plaza 3-9011 for appointment
PEGGY SAGE, 50 EAST 57th ST., NEW YORK

SUB-DEB BEAUTY

(CONTINUED FROM PAGE 96)

the way you look when you come out, you wouldn't think of it as dull. Just look around at your sister's friends. Don't the ones who stand well wear their clothes better, and look better on the dance floor? And, look at them in the summer in bathing-suits! The funny part of it is that you may play basket-ball like a streak or be captain of the tennis team, and still not be getting the right kind of exercise at all. If your abdominal muscles aren't all that they should be, you'll sag or stoop or do things that are the beginning of bad posture. Most schools have corrective gym, but the idea seems more to get out of that, rather than in it! If there's anything seriously wrong with your posture, go to see Dorothy Nye, who has a lot of sub-debutantes sent to her by distressed parents or schools and who straightens you out easily. One thing she often finds among girls at school is their tendency to stand on one foot and to sag at one side, and that usually turns out to be the side on which they carry their books.

And now for the feet. My dear, dear young ladies, and all the mothers of the dear young ladies, we implore you do not wear, or allow to be worn, high spike-heeled shoes. We have been appalled at the sights we have seen and the tales we have heard of the party shoes worn by otherwise meticulously guided young ladies. School shoes, of course, can't have high heels. There is a rule in most schools, making two inches the limit. But it is with the party dress that the high-heeled shoe creeps in and does its dirty work. There are, of course, many girls who know all this, and lots of them have been going to such places as Franks and Slaters ever since they were babies, and they go there still and buy well-fitted, good-looking shoes. Also, good shoes wear forever, aside from being correct both for your feet and in appearance. If you have erred in this direction, again Dorothy Nye is the person to go to. She'll manipulate your feet and give you exercises for them and prescribe your shoes for you so you can right the wrong.

SHOP-HOUND

(CONTINUED FROM PAGE 98)

Franklin Simon, too, and, when my sales girl sees me coming, she waves a pair of Lino-Lastex pants at me—and another sale is made. The panties cost about \$2. As an investment in coolth, I recommend this highly.

• You've probably heard of the Charis service. If you have a corseting problem that requires individual attention, just look in the phone book in your city, call Charis, and a representative will come to your house to show you the models and arrange for fittings. If you are a little disproportionate as to hips or bust, special care is given to the problem, and there are girdles and all-in-ones for normal, slender people. Charis's patented adjustable inner abdominal belt is a boon to certain figures and takes care of defects with the greatest comfort. Prices are lower than you would expect for such specialization. There are many models to select from—all under \$10.

• The stationery you see all over England in that shatteringly chic Bond-Street blue—slightly cloudy and with a texture that crackles its crispness—is something I've often looked for in this country. It is what the English describe as out of the top drawer. Dunhill's are smart people and realized that what is so well liked in England would be hailed with joy here. So now my languishing correspondents can take heart—I'm going to take my pen in hand and dish all my latest gossip on this heavenly blue paper. It costs about \$3 a box, and Dunhill's will design a special monogram or address line for you that will be worthy of it, too.

• "Beware wrap-around and shy off surplises if you are expecting." That is the sage advice of Madame Josephine (501 Madison Avenue). She has made her reputation as a designer of

maternity clothes with skirts. Skirts that do unbelievable things and have concealed possibilities for deceiving that rank right along with magic. The way these skirts of hers behave makes you positively concave, especially when you wear a dash of something soft and white at your throat—and she always advises this. She calls it achieving balance. It works on the principle that the pickaninny used when she wore a tremendous red hair-ribbon to keep you from noticing her bare feet. Madame Josephine knows all about her subject, and you will be delighted with what she can do for you. Her clothes are all made to order, and her prices start at about \$65.

• Nowadays, I look in utter contempt at any one who pinks with ordinary scissors, because I found some pink-ing shears that are the begin-all, end-all of labour-saving devices. You, too, will soon be wanting to snip at every thing, from scraps of Forstmann's latest wool to your new hat. These are at Altman's, for less than \$5.

• I emerged from a recent encounter with a fractured ego. I had believed I knew about tailoring. But Tuzzoli (at 18 East Fifty-Third Street) showed me my ignorance. Tuzzoli, who a few years ago submitted a suit to a contest in Rome, with Italian tailors the world over competing, and won. (The suit was a beauty and could be worn with assurance even now.) Tuzzoli, the artist of chalk and pins who has created tailored masterpieces for the critical for over thirty years. Tell him your ideas, and then see emerge a beauty of a classic coat, a dressmaker suit, or a flannel suit in the shade of blue the Prince of Wales has just ordered in Bond Street. Any of these will add a lot to your summer campaign. He is a find—and he charges only about \$65.



Sports Dresses from Mrs. Franklin, Inc.

The fashions that bloom in the spring

BLOSSOM EARLY AT THE GREENBRIER

A moment ago you saw visions of Spring from a sketchbook. Almost simultaneously you could see them come to life in their natural setting—The Greenbrier. The Casino terrace offers an irresistible invitation to gay prints whose sole purpose in life is to look decorative at tea-time. On tennis courts and in tulip gardens, on soft green fairways and on-flecked terraces, on bridle trails and the ballroom floor, the dreams of fashion creators assume life and meaning. The poetry of Spring and the pageantry of fashion

are one and inseparable . . . at White Sulphur Springs.

☆ ☆ ☆

Tariffs at The Greenbrier are remarkably reasonable. American Plan—room and bath, including meals, each person per day, \$10, \$11, \$12; European Plan—room and bath only, each person per day, \$5, \$6, \$7. Unusual parlor suites are also available at reasonable rates. Illustrated literature describing all the facilities of The Greenbrier will be sent to you upon request.

White Sulphur Springs
WEST VIRGINIA

THE GREENBRIER AND COTTAGES



L. R. JOHNSTON, GENERAL MANAGER



PERMANENTLY DESTROYS HAIR

Never before have I been able to offer so personal a service—and right in your own home! Instead of being obliged to come to my Salon for a ZIP treatment, you can now get, at your favorite toilet goods counter, the identical preparations I use at my Salon. In addition you receive a pamphlet which gives all necessary information for the treatment. And the price for the entire Kit, is only \$1.00. (This same size package of ZIP was formerly \$5.00.)

Today, ZIP is the only Epilator available for actually destroying

hair growths, by removing the cause. Tested over a period of twenty years, ZIP has been used by thousands of women for effectually destroying hair on the face, arms, legs and underarms. So simple. So quick. ZIP leaves no trace of hair above the skin...no prickly stubble later on...no dark shadow under the skin. That is why so many screen stars and noted Beauty Specialists recommend ZIP.

Pleasant to use, and delightfully fragrant, ZIP acts immediately and brings lasting results.

And if you prefer a cream depilatory use

NEW PERFUMED ZIP DEPILATORY CREAM
As delightful as your choicest cold cream

This is by far the most popular depilatory cream today. You simply spread a little over the surface from which the hair is to be removed, rinse off with water, and every vestige of hair is gone. If you have been using less improved methods, you will marvel at this white, delightfully perfumed cream. Moreover, ZIP Depilatory Cream eliminates all fear of later stubble or stimulated hair growths. Giant tube, twice the size at half the price—50¢.

TREATMENT OR FREE
DEMONSTRATION AT

Madame Berthé
SPECIALIST

562 FIFTH AVENUE
(46th ST.) NEW YORK

Madame Berthé, Specialist

562 FIFTH AVENUE, NEW YORK CITY

Enclosed please find \$..... Please send

☐ ZIP Epilator Kit 1.00

☐ ZIP Perfumed Depilatory Cream 50¢

Name

Address

City & State

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 90)

host's motor and servants. If a guest has been put up at the host's club, the guest pays for everything he does or uses there, unless the host is present and insists upon settling for tennis-court or caddy's services. At a bathing-beach, a guest might use a bath-house belonging to his host. He would not allow his host to hire one for him. In all small personal expenses, guests should be independent. Especially so when taking trips with people. A guest should be most particular, also, not to let such things as laundry bills, druggist's bills, or bills for any extra meal or vehicle taken alone, come to the hosts. If the party of several people has been invited to make a certain trip, the hotel rooms and meals may be the host's affair. But, if a guest happened not to like the arrangements made, and chose to change them, this should be a personal expense.

Mrs. L. C. S.: At a family Sunday dinner, if younger children are allowed to sit at the table with their elders, should they be helped first?

Ans.: Modern service is usually a service from the pantry. Little children's plates, therefore, might be brought to them already filled by the nurse or some one not engaged in serving the grown-up people at the table. The little children would not, then, have to wait for the others before beginning to eat. Older children, however, should learn to wait until they are served along with the other people at table.

If the host or hostess were carving in the old-fashioned way for the guests and family, he or she might put the first slices on plates and send them to be cut up for the younger children before attending to the visitors' supply of food.

Mrs. T. M.: My husband and I are going to have a small niece of mine come to live with us. The child has been brought up thus far (eight years), on a farm in Alberta. She is a good child, but, needless to say, has had no advantages. Will you please tell me, in a general way, the kind of clothes we should buy for her, and whether she is too young to start music or dancing lessons. We feel that both might be very good for her as soon as she has become adjusted to the daily routine of school.

Ans.: Neatness, becomingness, and suitability should be the first things to consider in buying clothes for your niece. Clothes, even for little girls, should play a very secondary part in children's lives. Children become puppetlike when they are overdressed, but should be dressed well enough to be unconscious of what they have on. Fine materials may, of course, be used—but nothing fussy or elaborate in design.

For school or play, printed cottons are as becoming as they are easy to keep fresh. Brief woollen skirts—in plaid or plain dark colours, or pastels—with hand-knit pull-over sweaters, twin sweater sets, or tailored wash blouses, and short flannel jackets are smart and appropriate for cool days and for knock-about wear. Sheer cottons or pastel silk crêpes make lovely

party dresses and may be simply trimmed with hand-smocking or embroidery. Tweed coats with hats to match, or felt hats of the riding-hat type, are other additions to a wardrobe that will make a little girl practically, yet perfectly, dressed.

Hair also should be dressed simply. A short bob, worn with a narrow ribbon, a barrette, or an Alice in Wonderland snood is becoming and easy to keep neat. The enormous bows children wore a few years ago have been universally recognized as in questionable taste.

Elementary education in the Arts nowadays begins in kindergarten. Children love to sing and are now taught to read music and sing before they are old enough to learn to play an instrument. But eight-year-old children are usually far enough advanced to take lessons on the piano or some other instrument. However, unless your niece has expressed a special desire to do so, perhaps it would be wiser not have her start the serious task of mastering an instrument for a year or two.

Dancing of the gymnastic-aesthetic type, or eurythmic dancing, is a fine thing for children, as it teaches them to coordinate their movements to music and gain poise in handling themselves. Children generally love it, too. Ballroom dancing lessons are usually not begun until children are ten or eleven years old, or more.

Mrs. R. G.: My young son, aged ten, has received an invitation from the mother of one of his school friends to spend a week-end with them at their country home. I refused to let him accept a similar invitation last year, on the grounds that he was much too young. What do you think about it?

Ans.: Whether a child should be permitted to stay away from home overnight, or over a week-end, depends more upon the individual character and deportment of the child, than upon his age. But when a boy or a girl is well-behaved and trustworthy, and not likely to be a nuisance to the family visited, visits could certainly be allowed, if the invitation came, as it properly should, from the lady of the house.

Mrs. K. V. F.: The son of a dear friend of mine has just taken a position in this city. As he knows no one at all, we would like to give him some sort of introduction to society. We have no children of our own, but know quite a few fine young people of his age. Will you please tell me if I should give a large party to introduce him, or if smaller groups would be better?

Ans.: A young man can not be introduced to society in the same manner as a girl. However, it is not only right, but very kind of you to ask this young man to your house to dinner, or to the theatre, with a few people of his own age and interests. You might also suggest to some of your closest friends that they include him in their invitations to you or to young people. If the young man proves himself an agreeable companion, he will soon find himself launched.

Illustrating Airflow Custom Imperial, Rockefeller Center, New York



They are Indeed Fortunate

★ ★ WHO POSSESS CHRYSLER'S FINEST ★ ★ ★

CHRYSLER builds the Airflow Custom Imperial for the fastidious group who desire the advantages of Airflow design in the finest and most luxurious motor car it is possible to produce.

Obviously, to own one of these superb motor cars is to enjoy an unique possession. No other fine car is so authentic in streamline design. No other fine car is designed to the scientific principles of dynamic balance to give so magnificent a ride. None is able to match the drawing-room spaciousness made possible by

Chrysler's exclusive Airflow construction.

Custom-built... highly individualized... these beautiful cars must necessarily be as limited in quantity as they are distinguished in craftsmanship.

We suggest therefore that if you are interested in securing delivery of an Airflow Custom Imperial, you place your reservation before the year's allotment is exhausted.

In addition to the Airflow Custom Imperial, Chrysler embodies Airflow advantages in the Airflow Imperial... 130 horsepower and

128-inch wheelbase, and the Airflow Eight... 122 horsepower and 123-inch wheelbase. Let one of our Chrysler dealers arrange to show you these fine cars. Ride in them... drive them... learn for yourself that they bring an entirely new and better form of travel.

Write for the interesting booklet which describes the romantic development of Floating Ride. Address the Chrysler Sales Corporation, 12198 East Jefferson Avenue, Detroit, Michigan.



... THE BEST RIDE IS AT THE CENTER OF BALANCE

Four Distinctive 1934 Models Chrysler Airflow Eight... 122 horsepower and 123-inch wheelbase. Six-pass. Sedan, Brougham and Town Sedan, five-pass. Coupe. All body types, \$1345. Chrysler Airflow Imperial... 130 horsepower... 128-inch wheelbase. Six-pass. Sedan and Town Sedan, five-pass. Coupe. All body types, \$1625. Airflow Custom Imperial... 150 horsepower... 146-inch wheelbase. Magnificently-styled, individualized body types, prices on request. 1934 Chrysler Six... *With independently sprung front wheels*... for a smooth, cushioned ride... 93 horsepower, 7 body types on 117-inch and 121-inch wheelbase. Priced from \$775 up. Four-door Sedan, \$845. Automatic overdrive standard on Imperial and Custom Imperial. Optional at slight additional cost on Airflow Eight. Duplate safety plate glass in all windows of all models at only \$10 additional. List prices at factory, Detroit, subject to change without notice.

★ ★ ★



*C'est important! use the
Most Modern Deodorant*

Zip Spray Deodorant*

THE SANITARY WAY TO CHECK PERSPIRATION

HOW satisfying to be able to apply this delightful liquid deodorant just where you want it, in a jiffy, by means of this latest atomizer device. The filmy mist gives an even distribution of the deodorant, without the annoyance of the liquid running down in drops to other surfaces.

But that's not all! Zip Spray Deodorant is immediately effective; it dries instantly; and it effectually checks perspiration.

This is the *sanitary* way to apply a deodorant. No longer need you thrust a dauber back into the bottle and contaminate its contents.

Be Modern! Use Zip Spray Deodorant
All good stores or by mail 50c

AND ALSO THE DELIGHTFUL

Zip Cream Deodorant*

A PHYSICIAN'S PRESCRIPTION
FOR OVERCOMING ANNOYING ODORS

If you were to call on a dermatologist in order to learn how to overcome the annoyance of perspiration odors, this is the prescription he might give you. Now it is awaiting you at leading toilet goods counters, in large, attractively carved, highly polished wood containers at 35c and 50c.

Simply apply with finger tips. You will be delighted with this cream. It is your insurance against offending others.

* PATENTS PENDING

Madame Berthé, Specialist

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Enclosed please find \$_____ Please send

☐ Zip Spray Deodorant 50c.

☐ Zip Cream Deodorant 35c—50c.

Name.....

Address.....

City & State.....



Here are some of the noble birds to be found at Alexander's stand, when you make your pilgrimage to Washington Market in search of epicurean delights

LADY GOES TO MARKET

(CONTINUED FROM PAGE 77)

Tony, the king of the celery hearts, has fresh-cut asparagus from Jersey, tiny new potatoes from Florida, bright green bouquets of chives, the very first raspberries of the year.

At Petrosino's, the fishman's, you find frog's legs, soft-shelled crabs, pompano, shad roe, swordfish, salmon trout, live Maine lobsters, and, mirabile dictu, mussels—*moules*, tasting for all the world like Paris. The décor, tastefully arranged of ferns with shining silver accents of smelts and Spanish mackerel, is worth going miles to see. At Alexander's, the game lures you into wild extravagances. South American partridges, quails, mallard duck, pheasant, all are imported either from other countries or other states, because the New York game laws don't permit game to be shot and sold. You can shoot for your friends, but not for lucre. The squabs are especially good now and tempt you into serving them cold, stuffed with liver pâté.

We lingered in front of these stands because they were so beautiful. But, choose your own. Making favourites and unearthing bargains is half the fun. Don't leave the market till you've had a beaker of the divine clam-broth served at the stands. You can buy this broth or unseasoned fresh clam-juice to take home. Peanut butter is ground fresh before your eyes, and you can buy peanuts hot from their roaster. There is a creamed honey that is ambrosial on piping hot toast.

MEMORABLE CHEESES

And never forget the cheeses! If you are wise, you will go back up Fulton Street to the shop of Barthold Michels, the very fount of gorgeous cheeses. They have a market-stand, and there are other good stands, as well, but this shop is a cheese-dream come true. They have a small matter of some two hundred odd cheeses. When we were there, a mountain of Canadian Cheddar, which they put down themselves in port, had just reached the psychological point. Now, Canadian Cheddar isn't English Cheddar, to be sure, but it is pretty superb, and were we to tell the price per pound of that cheese, you would simply call us a liar to our faces. Of course, there is English Cheddar and Stilton

in port in the little crocks, and they have been putting port into Edams for years, though this seems to have come into general vogue only recently. This shop is one of the few places in America where you can get real French Brie. They will tell you that they lose more than half the amount they import, it is so very difficult to transport without spoiling, but, when you finally get it, it's superb.

BROCCOLI—COFFEE—SOUP

Although you can't buy anything, one of the most fascinating scenes is the mêlée of trucks that careen into the wholesale districts bulging with crates of things for markets all over town. The activity begins about midnight and goes on until five o'clock in the morning. At the busiest corners, crossing the street is as hard as getting across Times Square after the theatre, and much more hazardous. Jill Brothers, one of the biggest of these firms, has their trucks lined up for a block and a half, and, on a busy night, they bring in as many as twenty thousand cases of produce—especially broccoli. The Jill Brothers brought the first broccoli to this country only five or six years ago, when just a few people knew what it was all about.

Don't stop your spring marketing until you have had some coffee mixed especially to your order. Trinacria in East Twenty-Ninth Street is a grand place to go for this. If you love that black taste to your coffee—the kind you encounter often in good restaurants, but too infrequently at people's houses—ask them to mix a quarter of French roast to three-quarters Colombian coffee. They are very good at this, and, of course, roast their own coffee in their own place. Trinacria has marvellous olive-oil (buy it by the gallon, for economy) and wine vinegar, and every kind of spaghetti and vermicelli known to man. And, while you are filling the market-basket, bear in mind that two of the most delicious varieties of tinned soups it has ever been our pleasure to taste have recently been launched upon an expectant public. These are cream of mushroom soup and noodle soup, made with chicken broth, and they are so good that, when you serve them, your friends will ask you for the recipes.

To a
RECENT OCCUPANT OF A
GRAND LUXE SUITE
on the Ile de France

● Because your original parties at Cannes were the highlights of the Riviera season; because your sojourn abroad convinced the old world, too, that you are the best-dressed woman of today; because, in the brief interval since your return, you have already introduced a new coiffure; and, lastly, because in your constant search for the new and smart, you never make the mistake of measuring excellence by price—we invite you to spend your first unoccupied half-hour in a Chevrolet. You'll make the ever-agreeable discovery that though few cars are so inexpensive, *no* car is quite so well equipped to get you about with ease. Discovery, did we say? Well, it can scarcely be that, since Chevrolet is already firmly established as the smart personal car. But once you've been lulled by the blissful gliding ride, we feel sure that you, despite your penchant for starting trends, will be content to follow. When may we prove our case? CHEVROLET MOTOR COMPANY, DETROIT, MICH.



CHEVROLET
MASTER SIX SPORT COUPE

CHEVROLET
FOR 1934



A GENERAL MOTORS VALUE



SO THE LUSITANIA WENT DOWN

Well, what of it?



"What of it?" you cry. "The whole world was shocked. For days the newspapers talked of nothing else."

Well, but what of it? After all, it was a little thing.

How many Lusitanias would have to go down to carry all the dead and missing soldiers and the dead civilians of the great World War?

One Lusitania a day.

For a year.

For 10 years.

For 25 years.

For 50 years.

One Lusitania a day for 70 years, or one a week, beginning nearly a century before the discovery of America by Columbus and continuing to the present hour.

That is the number of Lusitanias that would be required to carry the dead. The dead of all nations who died in the war.



This advertisement, written by Bruce Barton, painted by W. J. Aylward and presented here through the co-operation of VOGUE and the courtesy of the AMERICAN MAGAZINE, is the first exhibit of an educational campaign dramatizing the horrors of war; a campaign which Henry

Ewald has called "a bold, practical plan which dwarfs all former use of advertising." Co-operation to develop this campaign into a persistent, extensive, efficient drive for Peace is invited by World Peaceways, 103 Park Avenue, New York City.



The two coiffures on this page were arranged by members of the Coiffure Guild, a group of smart hair-dressers who work together to uphold the standards of their profession

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 88)

dress by a great French designer and a sleazy, badly made model.

The difference lies, of course, in the skill of the hair-dresser, in his experience and sense of fitness. One you can be sure of is Robert, on Fifth Avenue, who has been giving permanent waves for more than fifteen years—since the days when there were only a few machines in all New York. He knows exactly how large or small a wave to give each type of hair, and how long to "bake" it, and he's an artist when it comes to shaping the hair becomingly. If you go to him, you need have no fear of "frizziness" or hardness, nor the even more serious fear that your hair will break.

Incidentally, Robert has designed a special "ten-in-one" cut, which means that, after he has cut your hair, you can arrange it in a variety of ways and don't have to have the same coiffure with your morning tailleur and your fluffiest evening dress—a nice point in these days when clothes are once more costumes.

• Peggy Sage is always up to tricks, and her latest is a "mahogany" shade in polish—a deep, rich red with a definite mahogany cast, which is really an answer to the continual clamour of her clients for dark, dark polish. It has a way of making your skin look whiter, as well as making people look at your finger-tips! Peggy Sage is also a name to bear in mind when there's toe work to be done. Her young ladies touch up their toes in a fashion that does credit to any toe-less sandal.

• "Crêpe de Chine," that felicitously named perfume that has won such a

name for itself among smart scents, now has a companion piece, face powder. It's a delicate, fine powder impregnated with the same alluring fragrance, a joy to put on your face. You can buy it at Jay-Thorpe and other smart shops.

• If you like brown accessories (and good ones are not easy to find), you will like the Marly vanity-case and lip-stick which you see on page 88. They are smart and well made, and you can get them in white, as well, which is especially nice for evening, and black, which is good for everything, all adorned with narrow strips of gold. Marly's "Adagio" perfume is encased in a leather case lovely enough to use for jewels when you've used up the perfume. You will find that, as well as the new cases, in the better shops.

• Maybelline, the eyelash colouring that every one knows, is out in a bright new red box for spring. It's the same Maybelline, though, just as effective and as safe to beautify your lashes with as it has been all these years. It stands up even under tears. It doesn't smart. It hasn't any dye. It comes in black, brown, and a new blue shade that is very flattering. And millions of women swear by it. What more do you want, except the new red box, which will be gleaming at you from all the cosmetic counters?

• Zip, to the minds of most of the feminine world, means the famous epilator that zips off superfluous hair with such efficiency and dispatch. But there are other products in the Zip series that have their own claims to fame, (Continued on page 113)



This coiffure created by one of the members of the Coiffure Guild for a recent showing in New York City makes use of one of the tiara braids that seem to persist in popularity

Mrs. Franklin inc.

• A Franklin hand-knitted suit is so much more than just a suit. It's the foundation for a whole series of supremely satisfactory outfits. Here you have navy blue with crisp white. Change the accessories and the whole picture changes. Or choose the same model in pastels for the country . . . its possibilities are almost unlimited! Three-piece suit . . . \$125. An additional skirt in white, (\$40) will be ordered by many of our clients. White Toyo hat . . . \$15. The separate scarf . . . \$6.50. And note especially the casual chic of the hand-crocheted gloves . . . \$10.

NEW YORK: 16 East 53d Street • PHILADELPHIA, PA.: 260 South 17th Street
HAVERFORD, PA. . . . WATCH HILL BAR HARBOR

PHOTOGRAPH BY TONY VON HORN



Tie Yourself Into
TYETTE*
 The
 Complete Garden Frock
 by Nelly Don



Made of Flaxguild Linen. Brown, green or blue. Contrasting binding and applique. Sizes 14-42. Price 7.95.



Pat. App. No. 711418

Made of Fuller-Fit Townwear Twill. Green, red or blue checks. Contrasting binding and applique. Sizes 14-42. Price 5.95.

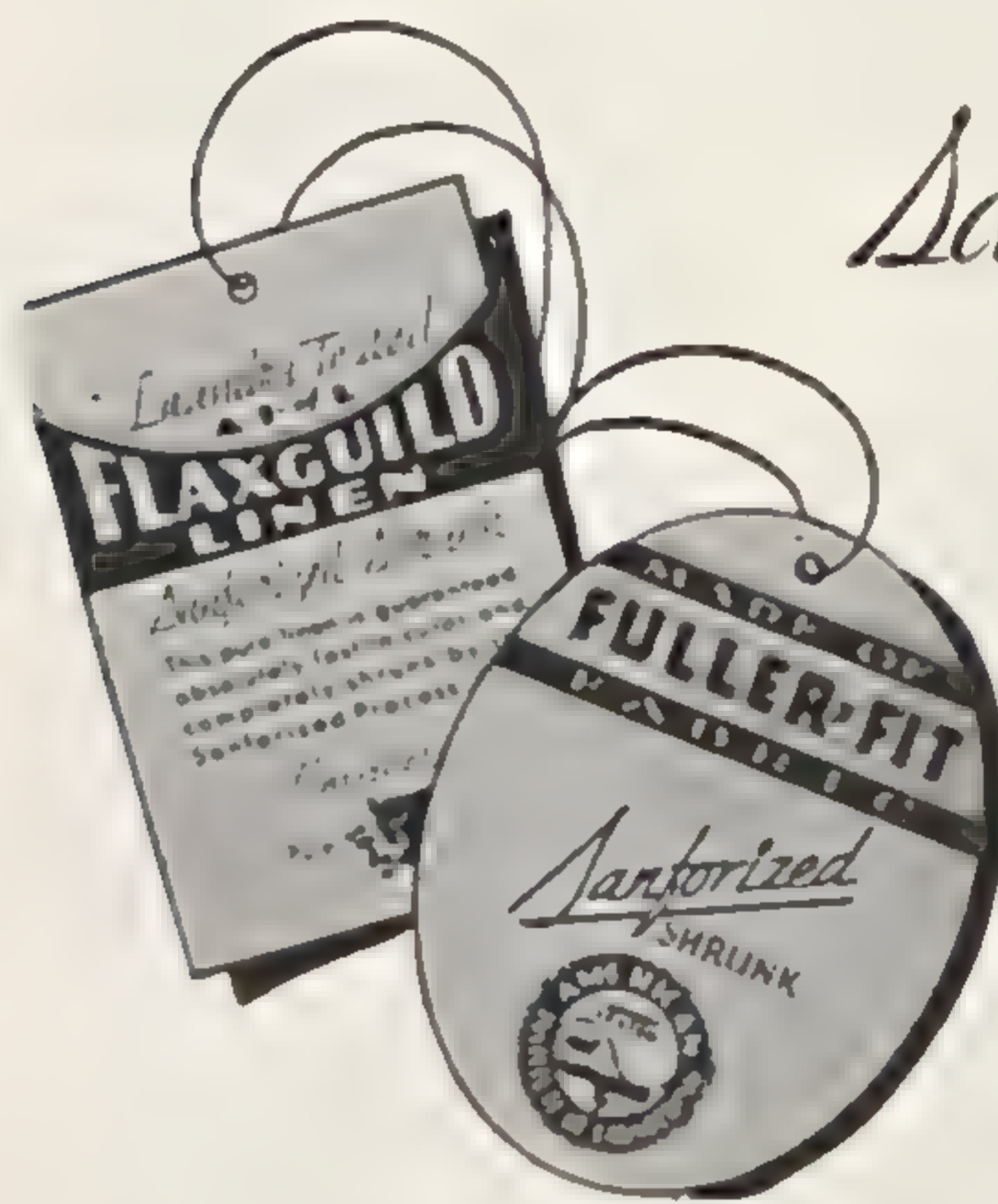
IT TAKES but a moment to slip into Tyette, button up the *attached shorts*, tie the belt and you're completely dressed . . . for gardening, marketing, whipping up an omelet, or sitting on the lawn.

The two smart models illustrated fit like a glove before and after laundering for they are made from fabrics that are

Sanforized-Shrunk

This means that they can be tubbed again and again without shrinking out of fit because Sanforizing has removed every trace of shrinkage from the fabric.

American Institute of Laundering has tested and approved Flaxguild Linen and Fuller-Fit fabrics for superior quality, fast colors and complete shrinkage by the Sanforized process.



Ask for "Tyette" frocks at stores in your city and look for these tags when you buy.

* Registered U. S. Patent Office.

SANFORIZED PROCESS OF CONTROLLED SHRINKAGE
 Cluett, Peabody & Co. Inc. Patentees, 40 Worth St. N.Y.C.



- The long scarf of the first dress, of black-and-white printed silk, flatters the not-so-young figure; Rose Amado. The black Milan hat has a print crown; Madame Pauline
- A coat faced with black-and-white print and a white straw hat complete the white crêpe ensemble; Jay-Thorpe
- Tucks and a grey-blue chiffon blouse offset the black crêpe ibis cocktail suit; straw beret; Wanamaker

ANSWER TO A MATRON'S PRAYER

(CONTINUED FROM PAGE 75)

photographer to avoid added difficulties of line and lighting by choosing young models who are line- and light-proof.

Be that as it may, the matron's prayer is more than justified. She heartily deserves more specific—and less implied—attention. So, here is our answer—two pages of suggestions for a summer wardrobe (pages 74 and 75)—with not a cockeyed hat or abnormal shoulder among 'em!

While you—the matron, the woman of middle-age—are glancing over these clothes, we're going to deliver a running commentary on the particular reasons why we chose them for you—and you alone.

The first godsend for you in the spring fashions is the ensemble with the long, loose, finger-tip length coat. Nothing could be more becoming to a mature figure. The other assets for you are fulness under the arm and the variety of combinations which these coats allow you. The figure at the extreme right on page 75, for instance, has a loose dark wool coat over a light print; the one below it has a striped sleeveless coat over a plain long-sleeved crêpe de Chine dress. The coat is reversible, so that you can wear it plain side out if you want. On page 74 is a dark blue coat, with loose armholes and elbow-length sleeves, tied at the throat and worn over a print dress with the same loose sleeves.

Just at the left of it, on the same page, is the perfect answer for hot weather: a suit of dark brown net with a vest of white ribbed organdie. Nothing could be cooler or more practical

for sizzling streets—and net is one of the newest fabric finds for daytime wear.

Please note that we have *not* consigned you to a diet of black. Dark blue is the pampered child of fashion this year, and flattering to any age without being dull or dusty. And if your coloring for some reason can't "take" it, there's always brown to fall back on.

For the indispensable late-afternoon cocktail-bridge costume—behold above, at the right on this page, one charming solution. Again, it has a jacket, and a neck-line that is soft and high in front and low in back. The blouse is charmingly feminine and has little cap sleeves. Worn with a separate fur, this could carry you through all balmy afternoons and evenings from May till September.

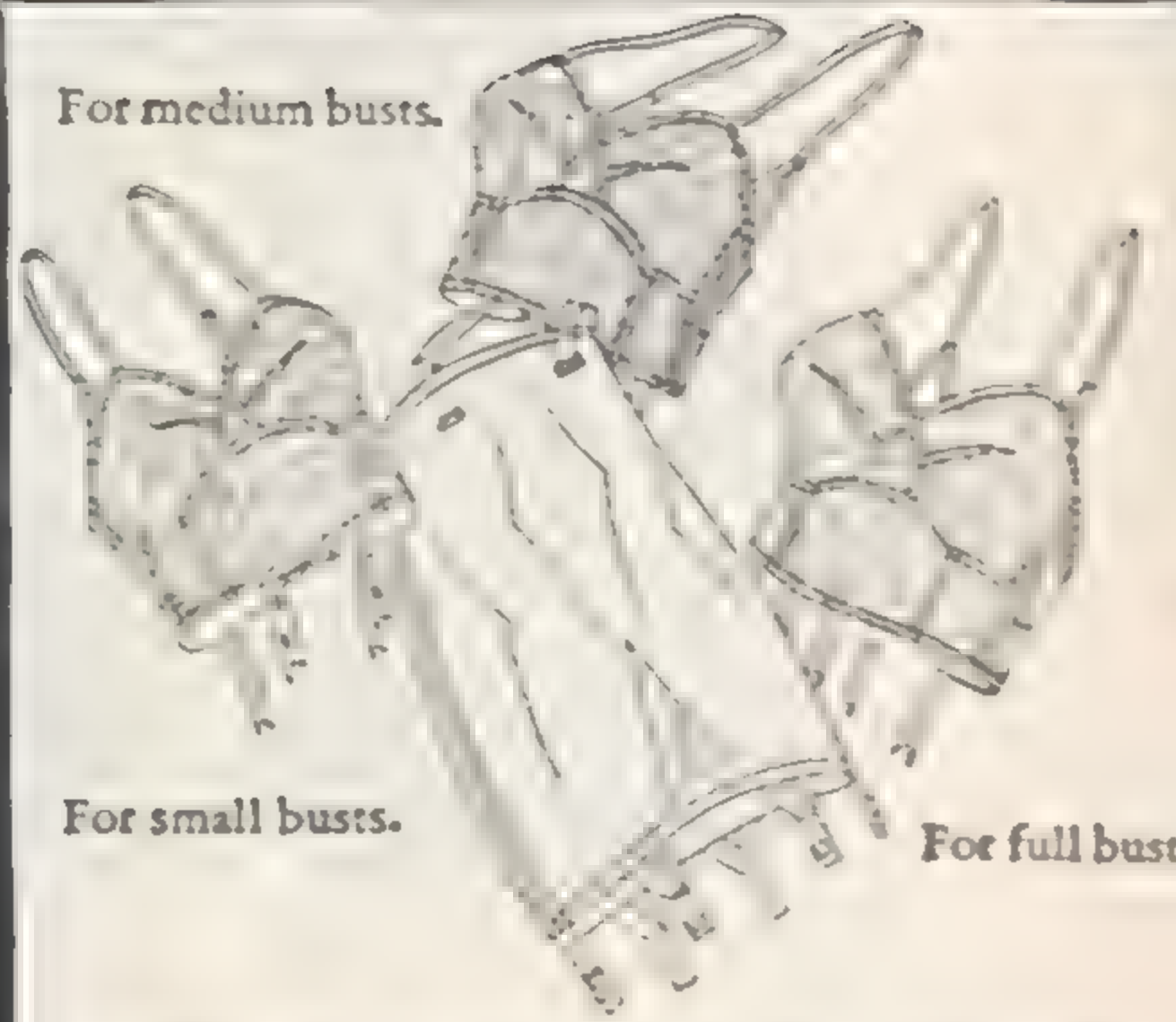
Now for real evening. We chose the gown at the lower left on page 74 for three main reasons: it is dark blue; it is made of lace (always becoming and always graceful); it has a finger-tip length loose jacket of navy-blue faille silk lined in soft pink. The gown has a simple strap-décolletage and a train. If you want to be particularly swish and original, wear those dark blue lace gloves to match the dress.

Above it on page 74 is the eternal print, which the French designers realize that American women will never give up. This one is particularly lovely because of its floating grace and its covered shoulders. The neck-line is shirred, the panels button in back, leaving a (Continued on page 108)

"Why didn't some one think of this before?"



For medium busts.



For small busts.

For full busts.

Custom lines without custom cost! Select the "bras" that suits your bust, the girdle that suits your waist and hips—and presto! the all-over fit is perfect. This feature is exclusive to Artist Model.
*Reg. U. S. Pat. Office

*A foundation which can be adapted to fit **ALL** parts of **ANY** figure .. quickly and **WITHOUT ALTERATIONS***

There's something almost magic about it all... yet the idea is so perfectly simple! Here's a cunningly-designed unit foundation that uplifts the bust and slims the figure as only a custom-cut "all-in-one" can. Yet Artist Model* is really two garments in one, and that's what makes possible a perfect fit at bust, waistline and hips without a single alteration! You simply choose from a wide variety of girdles and "bras" and combine them into one garment that is customized for you. The "bras" come in lace and smart combinations of lace and self materials; for afternoon and evenings; for small, average and

full busts. Girdles in many lovely fabrics, as well as two-way stretch Lastex. And, of course, not the least of Artist Model's many attractions is the fact that the "bras" can be detached and laundered by itself! Priced from \$6.50 to \$25.00 at the better stores. AMERICAN LADY CORSET COMPANY, INC. Detroit + Chicago + New York + San Francisco

Artist Model
 "TWO GARMENTS IN A PERFECT ONE"

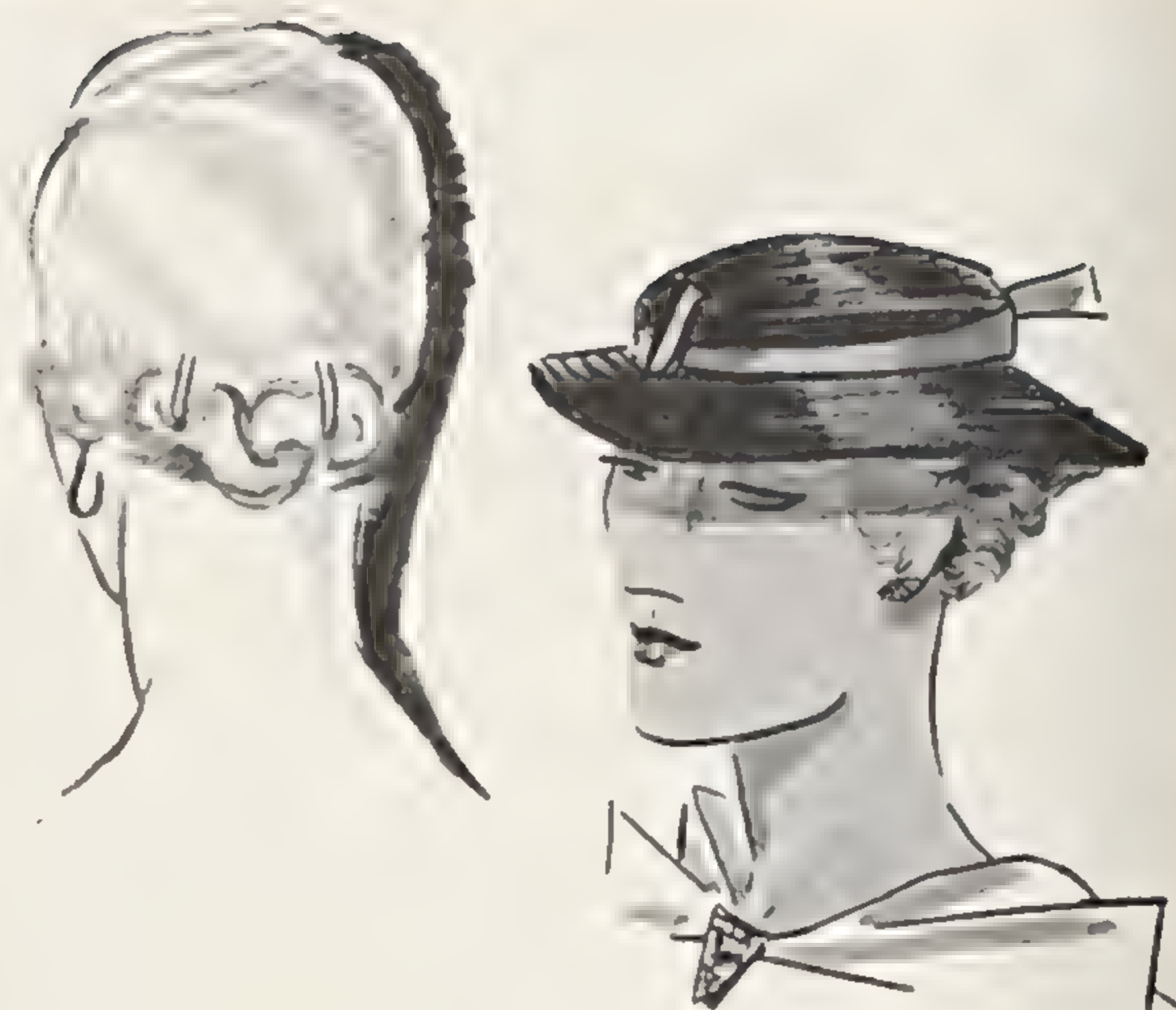


"Foundette" Style No. 410

Contour Control Not a ripple, not a bulge, if Munsingwear "Foundettes" control your contour . . . those lovely girdles and full-length foundation garments that make you slimmer, trimmer, more comfortable.

"Foundettes" are knit as only Munsingwear can. They're soft . . . smooth . . . and they stretch *two ways*. They mould you . . . firmly, yet gently . . . into just the

contour you desire! Their elastic strength defies wear, they wash easily. They're inexpensive, too . . . girdles from \$2.50 to \$7.50 for a full-length foundation. At a quality store near you. Munsingwear, Minneapolis.



- A flat figure-eight held at the neck by tortoise-shell pins is extremely becoming to the older woman; coiffure by B. Schaeffer
- The dip at the front of this shiny cellophane straw sailor is easy to wear; Jay-Thorpe

ANSWER TO A MATRON'S PRAYER

(CONTINUED FROM PAGE 106)

small slit, and fall down beautifully over the danger zone, if you know what we mean.

As for hats, here is where we rise up and insist that they are *not* trying and *not* ridiculous. Brims are back with a vengeance, and you know what a boon that is. Furthermore, sailors have a quaint charm that is extremely becoming to older faces. They shade, they sit straight, and they have enormous chic.

For the woman who will not give up her precious beret, we chose the one shown at the top of page 75. It's of dull quilted taffeta, high in the back, and pulled forward over the brow in front. With it is a gilet and cuffs of white handkerchief linen—one of those indispensable fresheners for dark or tired dresses. You'll find a vast variety of these sets in the shops now. They're detachable, washable, and becoming. You'll also see quite a lot of printed and foulard scarfs to drape softly around the neck and give colour to a plain dress.

SOMETHING ABOUT SHOES

Fortunately for the older woman, high-cut shoes are very much in the running, this year, and we have chosen three models that ought to be very flattering. Few women over fifty should wear very cut-out shoes or very high heels for daytime. The foot that bulges over thin straps and teeters giddily on spike heels is far from attractive, and usually far from comfortable. As a matter of fact, women of all ages are preferring a moderate heel, and the smartest shoes are made with these now.

Gloves? Long gloves are revived this year, possibly because of the popularity of elbow-length sleeves in hot weather. There is, also, a bewildering

variety of fabrics to choose from in the glove world, so you ought to have no trouble in finding a variety to suit your own taste.

COIFFURES AFTER FIFTY

As for the hair of the older woman, if it doesn't wave of its own accord, a good permanent wave with wide, soft waves is essential. The tight wave (the kind that she used to have several years ago and may have clung to mistakenly) is never flattering. An older woman owes it to herself even more than the young thing does to have regular scalp treatments that will keep her hair healthy and clean-looking. If she has grey or white hair, she had better pick her hair-dresser for his ability to give those rinses after the shampoo that take the yellowish notes out of it.

The coiffure that is shown in the sketch above has had an interesting career. Years ago, when ladies had much longer hair than now, Schaeffer (who has done the hair of distinguished older ladies for a good many years) used to twist it in the back in a figure-eight and fasten it with tortoise-shell pins. Now, with hair much shorter and well thinned out (a very important point, by the by), he again twists it in a small, close figure-eight that hugs the back of the head, and again fastens it with tortoise-shell pins, all as smart as it can be.



- The inserts in the black crêpe sandal at the right may be dyed any colour, and the straps are arranged to give comfortable support; Jay-Thorpe

This Sachet
is the Secret!

These little words . . .

If you want to assure the success of your own permanent wave, say these little words to your hairdresser as she prepares your hair: "*Use Eugene Sachets.*"

Then rest content that you have done everything possible to help your waver make a success of your wave. For the Eugene sachet holds the *secret* of permanence and beauty.

When used to wrap your long strands of hair, with the Eugene Spiral method of winding—from roots to ends—it creates waves that are wide, soft, and natural.

When used for your shorter strands of hair, with the Eugene

Reverse-spiral method of winding—from the ends to the roots—it fashions curls that are "springy" . . . curls that will not lose one bit of their pertness.

You can easily make certain that your waver is using genuine Eugene sachets. On each is stamped the Eugene trade-mark—"The Goddess of the Wave." Knowing women in every fashion center of the world seek this trade-mark and never, never leave the success of their permanents to the uncertainties of inferior wrappers or home-made bits of flannel.

Eugene, Ltd. • New York • London • Paris • Barcelona • Sydney


e u g e n e permanent waves



FABRIC BY THE SCHWARZENBACH-HUBER CO.

BEST & CO., 17.75

FLUTTER SLEEVES—mad, lovely little breeze catchers. A crepe that's doubly cool because it's Rayon by Du Pont. Ravishing prints—two with quaint flowers on frosty azure blue, coral, bud green, or apricot—one with jewel sharp florals on white. Crystal buttons. Ivory buttons. What an exquisite mid-summer day dream. Gardens, penthouses, terrace dining and dancing—you'll be your loveliest in Best's Bouquet Prints. Sizes 12 to 20. Mail orders will be filled.—Misses' Dresses—Second Floor

Bouquet Prints in  *Cool Du Pont Rayon*

WHERE TO SHOP FOR CHILDREN'S CHIC

RECENTLY, Vogue has been whipping around the town gathering notes on sources of smart fashions for children. What follows is the result of our efforts, and, in addition to notes on shops in New York City, we have included several London and Paris shops to make the list even more complete and helpful to you.

NEW YORK CITY

A stands for Altman, where very smart things for the older girl may be found. For the awkward age between ten and sixteen, there are some simple, well-cut piqué tennis dresses, and Tyrolian shorts of sacking with suspenders that are excellent for the beach. For the even more tender years of two and three, and up to sixteen, there are imported English cotton smocks, flower-printed and charming.

B is for Best, where the imported English coats are notable, but not nearly so expensive as you may be inclined to believe. Under them are worn English cotton dresses like the small-patterned Liberty prints that are Best's pride and joy. These prints, which are trimmed with little buttons and have definite waist-lines, may be had in silk, too. Sturdy, practical, and inexpensive play clothes, as well as delightful white dotted Swiss party dresses are also conspicuous at Best's.

B again, but this time it's for Bonwit Teller, which may let the boys over four take care of themselves, but does beautifully by the young ladies of the younger generation. Classic, well-made dresses of linen and cotton, with a few very amusing French copies in strange colours, and copies of French knit things for beach wear that are little loves, are not to be missed. Then, this store always imports a few smart silk party dresses, and copies them in fine materials.

Another B, and this one is for Brooks, who can entirely outfit boys from the age of three years and up. Two of their specialties are sailor suits with interchangeable parts, and pleated skirts for girls, from Rowe of England.

D is for De Pinna, upon whom you can always depend for distinguished classic tailored things. Especially suggested are the girls' suits and plain, tailored coats; riding-clothes; and all the sailor type of things. And what is difficult to find—a good stock of well-shaped, deep-crowned felt hats without a trick among them.

Under the M's are Marcelle Julien and Miss Brogan. The first shop is one of the few sources in New York City for children's fine underthings and night-clothes that are absurd, but utterly charming. This shop delights in hand-made things like little boys' suits made of sheer materials, finely hand-worked, but downright masculine for all that, and in simple clothes like sun-suits that have subtlety and distinction of cut. You can find here, too, elaborate party dresses—ruffled, tucked, embroidered—, but exquisitely made.

Miss Brogan, right now, has piqué hats and coats tailored in the British manner and terribly smart, and English-type wash dresses. Party dresses that are in excellent taste for small girls are pleated from neck to hem in sheer fabrics, with wide bertha collars.

Saks-Fifth Avenue has a large and flourishing children's floor. They take care of the infants and tiny children very nicely with charming smocks and cotton suits. The boys' department has good copies of English suits and coats (the copy of the British Guard's coat is a favourite classic) and cotton jersey suits for summer wear. Older boys will find well-cut separate jackets of tweeds in plaids and checks in abundance.

T is for Toby and the 'teens—especially the early 'teens, better known as the Awkward Age. Here, you will find smart cotton frocks for growing girls and a few simple silk dresses. A group of plain and embroidered Austrian sweaters and sweater suits are unusual and very chic.

LONDON

Children's clothes and nothing else will you find at Edmonds Orr, in Duke Street, Manchester Square, W. I. Some of the smartest children in England and Europe are dressed by this house.

Jack and Jill, in Church Street, Kensington, W. 8, is a tiny shop, as quaint in atmosphere as it is in name. They have charming things exclusively for children, and it is here that the Duchess of York buys many of the little princesses' clothes.

Rowe in New Bond Street, W. I., is an institution for well-bred English children. Excellent tailoring is the forte of this establishment. Schoolboys of all ages can get outfitted here, as well as quite small children and girls up to eighteen years of age. Excellent shoes are another specialty.

Barri in New Bond Street, W. I., while a woman's specialty shop, has a large and complete department for both infants and children.

Marshall and Snelgrove in Oxford Street, W. I., have a good group of ready-made clothes for children.

Fortnum and Mason in Piccadilly—the praises of their excellent children's department are sung far and wide. This department is also noted for children's shoes.

PARIS

These Paris shops, some of which are devoted solely to children's clothes, stand ready to outfit completely the rising generation:

Fairyland, rue Saint-Honoré
Les Mille et Une Nuits, Champs-Élysées

Marie et Marie Laure, rue de la Pompe
Lanvin, rue du Faubourg-Saint-Honoré
Robert's, avenue Victor-Hugo (specialize in party frocks)

Marindaz, rue des Capucines
Mousseau-Lebègue, rue du Mont-Thabor

Renée, boulevard Saint-Germain
Nic et Pouf, rue Franklin
Mignapouf, boulevard Haussmann
Billioque-Decré, rue Boissy-d'Anglas
Lion, rue La Boétie

Le Trousseau de Bébé, rue de Rome (children under eight)

Henri Halphen, rue de Passy (especially for boys' clothes)

Henry à la Pensée, rue du Faubourg-Saint-Honoré

Old England, boulevard des Capucines
Grande Maison de Blanc, boulevard des Capucines

Jones, avenue Victor-Hugo

KAYSER



Sunsuit



Grand and ribby—this crew short in Kayser's new Kayseroy. This is pure Du Pont Rayon knit like a corduroy—heavy enough to be perky, completely concealing—tailored in the best men's shop tradition. Even the sun will be dazzled! Buy it at Kayser's own New York shops—at good shops everywhere.

in Rayon by Du Pont

VOGUE PATTERNS

often turn little tricks with DRAMATIC EFFECT

OF course you think of Vogue Patterns when you plan a wardrobe. You know them to be a short cut to chic. You know how well-put-together you feel when you're wearing a Vogue-designed costume.

- But think of Vogue Patterns, too, in terms of those mid-season pick-ups that give your wardrobe zest.

- When you feel you have enough clothes, treat yourself to an extra little print or one of those new boas to wear on balmy evenings. Do a little adventuring along the Vogue Pattern front.

- No. 6654 makes a smart foursome. If you don't fancy yourself in a boa, you'll love the little bolero or the cape. But take our advice and try all three. And throw in a pair or two of mitts for good measure. The pattern comes in small, medium, and large sizes and is 40 cents for all four pieces.

- No. 6663. The Oriental influence at its simple best. What an extra coat to see you smartly through the

summer! And, three cheers, it's an "Easy-to-Make" pattern. Cut in sizes 12 to 42. Price, 50 cents.

- No. 6665 is one of those perennially gay and cool cape-collared frocks. It can be made in instep-length or shorter. Sizes 12 to 40. 50 cents.

- No. S-3713 is a Vogue Special Pattern for a one-piece frock with a jacket attached . . . one of the very new ideas of the season. The costume is pleasantly full without a sign of bulk. It comes in sizes 32 to 44 and is priced \$1.

- To see the complete line of Vogue Patterns, visit any good department store. They all sell them—as well as the stunning new fabrics. Vogue Pattern Book, on sale at the newsstands at 35 cents, also gives you a complete fashion show of new designs. You can plan your clothes at your leisure at home and then visit any Vogue Pattern store.



6663



S-3713

6665



No. 6655

Frock No. 6655 - Here's an "Easy-to-Make" frock that you'll wear all through the summer. The use of bias material is a smart detail. Designed for sizes 12 to 42. Of Sanforized-shrunk seersucker from Fuller Fabrics



No. 6662

Ensemble No. 6662 is a chic outfit for town or country. The short cape, which has an amusing, shaped collar, is worn over a mandarin-collared blouse. Designed for sizes 12 to 42. Everfast linen is the material used

*New
Designs for dressmaking*

A Collection for

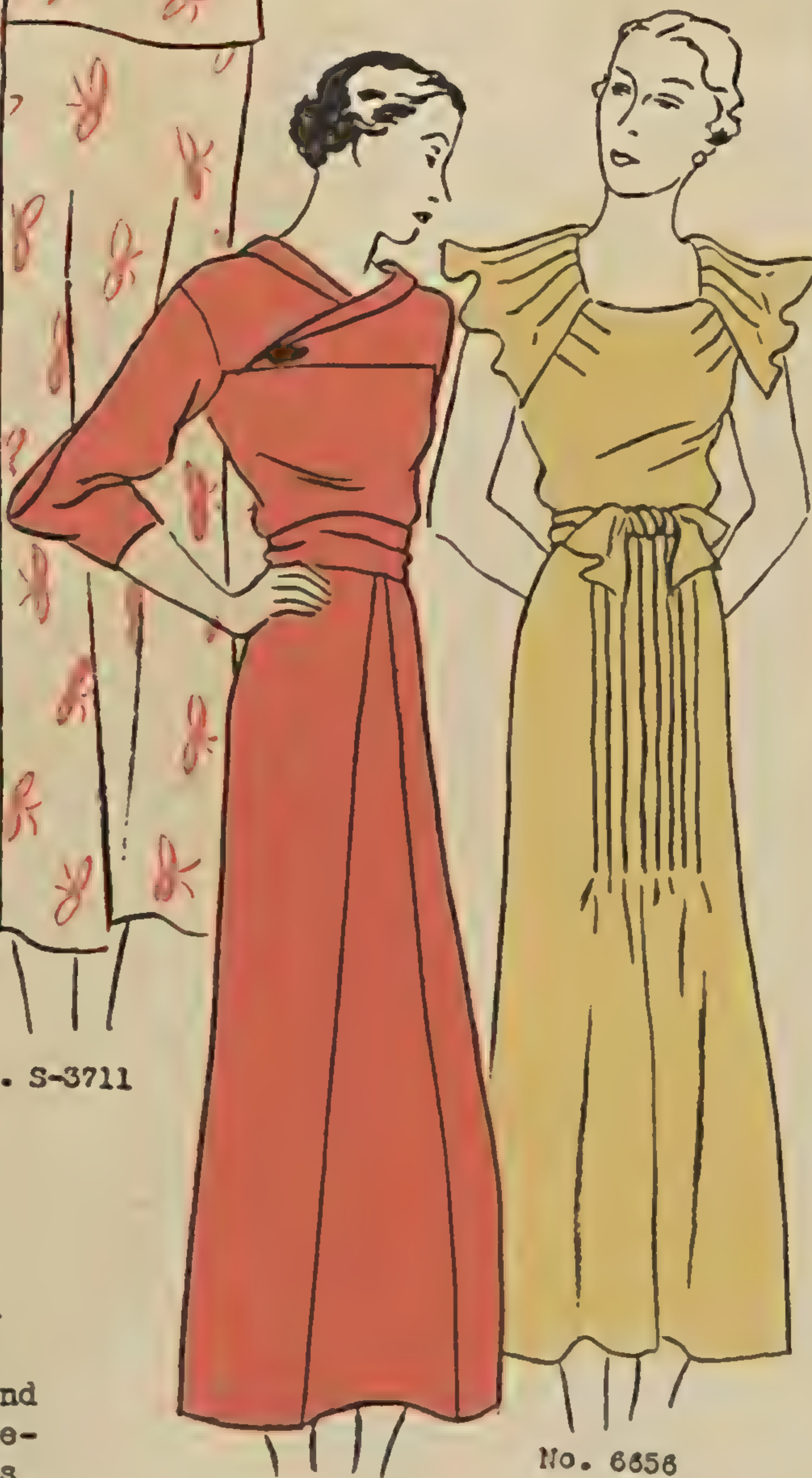
Frock No. S-3711 - Chic points to note are the peak in back, the kimono sleeves, and the only-across-the-back peplum. Designed for sizes 30 to 42. Of a Chanel printed crepe



No. S-3708

No. S-3711

Frock No. S-3708 - Sunburst pleated sections on the plastron front and skirt are a smart new detail. Designed for sizes 32 to 42. Of a Chanel printed crepe



No. S-3711

No. 6656



Frock No. 6656 - Inside tucks give soft fulness. Designed for sizes 12 to 40. A mossy crepe of Crown Rayon from Joseph Berlinger is used

Summer



Ensemble No. 6661 has the new built-up skirt and a swathing girdle that may also be worn on the dolman-sleeved jacket. Designed for sizes 32 to 42. The material used is Skinner's heavy crepe

No. 6661

No. S-3714

Frock No. S-3714 floats into the summer scene with its charming sleeves and sweeping skirt. Designed for sizes 32 to 42. Of Mallinson's printed chiffon

Ensemble No. S-3712 -
 Tiny wings on the short
 cape give the new
 bird-like movement. The
 ingenious looping at
 the back of the skirt
 is also very new.
 Designed for sizes 32
 to 42. Of cotton
 lace from Case and
 Company



No. S-3712

Ensemble No. 6658 -
 There's a flattering
 cowl back on the
 dress and one on the
 jacket. Note, too,
 the backward-jutting
 loops on the bracelet-
 length sleeves. De-
 signed for sizes 32 to
 42. Of "Photofleurs,"
 a printed chiffon from
 Haas



No. 6658

Back Interest

ON HER DRESSING-TABLE

(CONTINUED FROM PAGE 105)

notably two most recent ones. One is a veritable stroke of genius in that it is a liquid deodorant that is put up in an atomizer bottle, and why some bright mind hasn't thought of it up before, we can't tell you. It wouldn't be more convenient, because you just spray it under your arms, and there you are. It is intended to check perspiration, as well as deodorize, and its name is Zip Spray Deodorant. The other new one is Zip Cream Deodorant, based on a physician's formula and intended only to counteract perspiration odours. We emphasize these purposes, because women are apt to confuse preparations of this type, and ask for one, when they want another. The cream deodorant is in a carved wood container that resembles a miniature mortar and pestle, and these two are so new that they are just now reaching your toilet-table counters.

Men ought to have their own specialized preparations. Their skins are tender. They're always borrowing women's stuff. But, despite this, you can't often hear of constructive steps being taken in this direction. Now, some new developments are going on. If you look into the somewhat austere precincts (at least, cosmetically speaking) of Spalding's, the sporting goods store, you will see a new series known as Top-Flite, done up in smart mascu-

line trappings in green and black. There are two shaving-creams, regular and brushless, and a grand talcum that is both deodorant and astringent in a nice flat tin that will be a perfect thing in a club locker. A face lotion and a hair dressing are also in the works. These are very lightly scented with a fresh lilac perfume, and they look elegant, but not elaborate. If your young man doesn't read these columns, you might bring this to his eye. Or, you could do worse than go into Spalding's and get the things for him yourself. You can depend on his liking them.

• In the photograph on page 88, you see the Vionnet things that have just arrived from Paris. There is another member of the family that doesn't appear there, a lovely eau de toilette, in a graceful bottle, and all the packages are masterpieces of simplicity and elegance, done up in ivory and deep red. The lipstick, which is smooth and creamy in consistency, is as smart a little bit as you have put into your hand-bag in some time. "Temptation" is the name of the scent, and it is one of those sun-in-the-woods fragrances, delicate, but with allure. Try it with your latest Vionnet dress. The Vionnet preparations are restricted to a number of smart shops throughout the country.

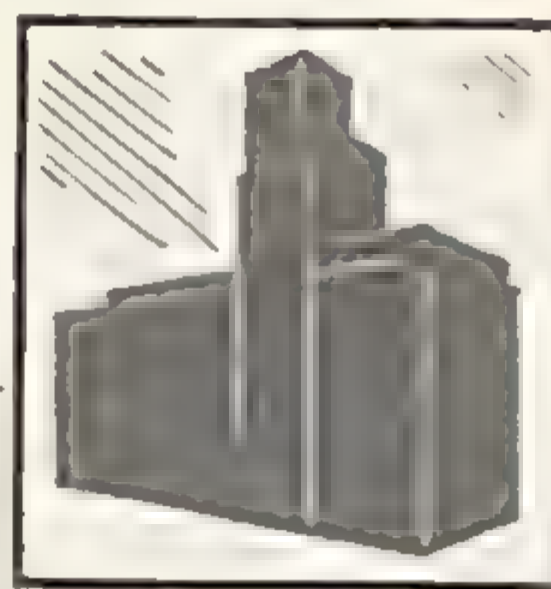
DESIGNS FOR PRACTICAL DRESSMAKING



JACKET No. 6306—Take a length of crêpe piqué from Ameritex and a very little time—and you'll find yourself with this versatile jacket, chic for daytime or for evening. Designed for sizes 14 to 20; 32 to 38

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, they are available at 360 Adelaide Street, West, Toronto, Ontario. You will find prices of patterns listed on page 119

At THE J. L. HUDSON CO.



in Detroit



Those Who Know the Importance of a Proper Foundation . . . Select MisSimplicity*

Wherever smart women select their fashions they invariably choose MisSimplicity . . . because they know the lines that make a gown become elusive without the help of a correct foundation. The pull of the MisSimplicity brassiere ends, which cross diagonally in back, raises the bust, and flattens the diaphragm and abdomen.

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The GOSSARD Line of Beauty

THE H. W. GOSSARD CO., Chicago • New York • San Francisco • Dallas
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IS AT THE MERCY OF YOUR GLANDS

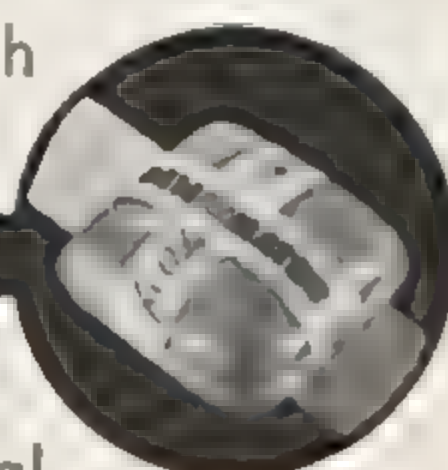
Don't blame the make-up when your skin's at fault; when the sebaceous glands in the derma or sensitive layer of your skin are fussing and fretting. Face powder can't cling to a skin that's dry, can't help but smear on a skin that's oily. These sisters know it... know that they can't use the same soaps. They, like you, require one of the three types of Pall Mall Soaps that are personalized for the special character of dry, oily and neutral skins.



DRY SKIN! Weak sebaceous glands fail to secrete enough oil to lubricate the skin's surface. Blame diet, wind, sun, absorbent cosmetics...any or all may be the cause of faded, prematurely wrinkled skin to which powder fails to cling, and which ordinary soaps irritate. Use Pall Mall Savon Coquet, a normalizing soap, especially blended to cleanse, lubricate and soften the texture of a dry skin.



OILY SKIN! Irritated, over-stimulated sebaceous glands, flooding a surplus of oil out of the pores, over the skin. Pores are enlarging. Skin is coarsening. Face powder streaks, cakes and blotches. Ordinary, heavily fatted toilet soaps prove aggravating. What to do? Use Pall Mall Savon Cheri...a normalizing soap that cleanses without coarsening, gently flushing impurities from the pores, refining the skin's rough or pebbled texture.



NEUTRAL SKIN! A rarity among modern women. Neutral skin means that normal sebaceous glands, their delicate balance undisturbed, supply just enough oil to keep the skin soft, supple, youthfully pliant. Cherish the petal texture, the exquisite tone of neutral skin. Protect it from harsh toilet soaps. Guard it with Pall Mall Savon Castile...unadulterated, compounded of the world's purest, costliest ingredients, at once both pore-penetrating and bland.



"My skin is naturally oily, inclined to shine about the nose, where the pores tend to become distended and ugly. I thought any toilet soap would do until a friend suggested I try Pall Mall Savon Cheri. Now my skin is smooth, my nose never shines, and my make-up looks undetectably natural."

MISS KAROLYN SAMSON, lovely, athletic daughter of Mr. and Mrs. Carlos H. Samson of Brookline, Mass. ... member of the Vincent and Junior Leagues.

PALL MALL

PERSONALIZED SOAPS

The Bath Size, 35c—Box of three cakes, \$1 Complexion size, 25c—Box of four cakes, \$1

Obtainable at better drug and department stores. If your dealer cannot supply you, send \$1 indicating skin condition—Dry, Oily or Neutral. State Bath or Complexion preference and we will forward you, postpaid, a full size box of Pall Mall Personalized Soap. Use one cake. If you are not satisfied, return the unused soap, and your full purchase price will be cheerfully refunded.

PALL MALL INTERNATIONALE, CHICAGO



SOME SUMMERY ACCESSORIES

Above, you see one of the dashing new combinations of hat, scarf, and gloves that will add incalculable chic to your town coat or dress. The cotton fabric borrowed its stripes from a zebra. Suzanne Talbot designed them. From McCreery's



At the right is a new reincarnation of our favourite knits—the sweater twins. These are in a heavenly blue. A complex open stitch in basket-weave design gives porous charm. They're cool for summer. From Alfred Dunhill, New York

The very new gloves this young woman is holding up for inspection are made of linen—and they're all sewed up with Lastex thread, which adds comfortable stretchiness to their seams. We can't think of anything cooler or more chic; Best



At the left and above are two glimpses of a superb suit—of beige-and-white checked linen. At the left, we show it accompanied by hand-sewed gloves and bag of spot-proof doeskin, in a soft beige—ever so cool looking. The suit, the gloves, and bag are all from Alfred Dunhill, New York

"WITH
THIS RING—"



Here are just a few of the very attractive "Orange Blossom" designs. Prices range from \$7.50 to \$3000. Look for this mark on every genuine "Orange Blossom" ring.

TRADE  MARK

TRAUB

With this ring, a jeweled circlet by TRAUB, the engaged girl begins her life's romance. . . . With this ring, a true "Orange Blossom" by TRAUB, the bride first accepts her new station and honor.

Make doubly sure that these priceless symbols be fine . . . as flawless and as lasting as the love that brought them. Almost any trustworthy jeweler will show you a brilliant collection of Traub rings—of gold, of platinum, plain and hand-chased, with and without gem stones. Each one is inspired in design, exquisite in detail, *at once original and correct*. You will find among them rings that seem made for you!

As you make your selection, ask at the store for a new Traub book, "Orange Blossoms," which tells all about wedding manners and methods. Or send 50c direct for your copy Traub Mfg. Co., 1931 McGraw Ave., Detroit, Mich., and Walkerville, Ont.

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FIFTH AVENUE

34TH ST.



"Pagoda"

Imported organdy with "pagoda" flounces lurking under the "Jodelle" taffeta jacket. Navy with red jacket, white with black, flesh with navy. 12 to 20. **18.95**

MODERATE PRICE SHOP FOURTH FLOOR

JAMES McCREERY & CO., 5th Ave., 34th Street, NEW YORK



ANTON BRUEHL

MORE SUMMER ACCESSORIES



The secret of the excellent fit of the cotton piqué gloves, above, is that the piqué has Lastex threads in it for greater stretchiness. The young lady is using a Volupté compact with Monocraft initials. Best

Mesh gloves, like those shown at the left, will be seen on many smart hands. A looped edging in black trims these white gloves. The bag is of a new crinkled kid. Gloves and bag from Bergdorf Goodman



The long black-and-white gloves of thin mesh cord, left, are enchanting for a bridesmaid or to wear with an evening dress. The evening bag is of silver cord and has a silver frame. From Bergdorf Goodman

What you see in the photograph at the right are smart examples of the use of glass for costume jewellery. Both the clips and the wide bracelet are made of glass accented by touches of metal. You will find this set at Bergdorf Goodman's



NELSON

WOMEN ARE QUITTING

Old Time Make-Up Shades...For an Entirely New Creation

These Pictures, Both of the Same Model,
Show the Difference Between
Right and Wrong Make-Up

WRONG MAKE-UP

gives a "hard"
"cheap" look



RIGHT MAKE-UP

provides a natural
seductiveness free
of all artificiality



THERE IS NOW a *new* and utterly different way in make-up...the creation of Louis Philippe, famed French colorist, whom women of Paris and the Cosmopolitan world follow like a religion. A *totally* NEW idea in color that often changes a woman's whole appearance.

That is because it is the first make-up—rouge or lipstick—yet discovered that actually matches the warm, pulsating color of the human blood.

Ends That "Cheap", "Hard" Look

This new creation forever banishes the "cheap", "hard" effect one sees so often today from unfortunately chosen make-up—gives, instead, an absolutely *natural* and unartificial color.

As a result, while there may be some question as to what constitutes Good Form in manners or in dress, there is virtually no

question today among women of admitted social prominence as to what constitutes Good Form in make-up.

What It's Called

It is called ANGELUS ROUGE INCARNAT. And it comes in both lipstick form and in paste rouge form. You use either on *both* the lips and the cheeks. And one application lasts all day long.

In its allure, it is typically, *wickedly* of Paris. In its virginal modesty, as natural as a *jeune fille*—ravishing, without revealing!

Do as smart women everywhere are doing—adopt Angelus Rouge Incarnat. The little red box costs only a few cents. The lipstick, the same as most American made lipsticks. You'll be amazed at what it does for you.

The "Regular" LIPSTICK



Angelus Rouge Incarnat
By LOUIS PHILIPPE

USE ON BOTH THE LIPS AND THE CHEEKS

The "LITTLE RED BOX"
for Lips and Cheeks



S

TYLISTS acknowledge the leadership of Glengyle Knits. You instinctively sense their individuality and excellent workmanship. Here, Glengyle presents a charming two-piece frill boucle dress with deftly finished hand touches. In all the new summer shades at better department stores and leading specialty shops everywhere.

FEDERAL KNITWEAR CO.
512 SEVENTH AVENUE
NEW YORK CITY



KER-SEYMER

Photographed among their toys are Pamela Jane and three-year-old Jeremy Glyn, the small children of Mrs. F. M. Grosvenor Glyn, of England

INTERNATIONAL CODE FOR CHILDREN

(CONTINUED FROM PAGE 41)

Princesses, Elizabeth and Margaret Rose, whose admirable Nanny, Mrs. Knight, always manages to send them out—not for a party, but for the everyday morning walk—looking perfectly polished, with not a shining curl out of place nor a crease in their frocks. In the mornings, these two lovely and perfectly turned-out little girls generally appear in crêpe de Chine or printed linen smocks. Printed fabrics are always good for the nursery. They do not show the dirt so quickly, for one thing, and no really healthy child can help getting dirty sometimes, even if she is a Royal Princess.

Extremely dashing, too, are the tweed "swagger coats" the Duchess of York has had "built" for her two little daughters. The little Princesses

wear hats as seldom as possible, there by setting a fashion that has done much to produce the wonderful heads of hair you see on British youngsters. When the wind gets too cold, velvet berets are worn—and, in the spring, little mushroom-shaped straw hats, very simply trimmed, with ribbon streamers or beguiling wreaths of country flowers.

In Scotland, the two best-dressed young ladies in the land invariably go bareheaded, and Princess Elizabeth wears the kilt to the manner born. The vivid reds and greens of the Royal Stuart Tartan become her admirably. With the kilt go hand-knitted jerseys in green or yellow wool, and well-cut tweed overcoats when the weather is cold. Both (Continued on page 120)



The English children above are (left) Tom, the son of Lieutenant-Commander and Mrs. Simonds; (right) the Countess of Carrick's young son by her first marriage, Dickie Brooke Edwards

Distinguished gifts at little cost



W. 5—A three-compartment dish for serving mints—why not a pair of these chic trifles? Diameter 5¼ inches, \$2.25.

For the inexpensive gift that can take its place beside the loveliest silver any bride receives—for your own buffet suppers—for bridge prizes—here are six suggestions in quality silverplate. If you do not find them at the best jewelry or department store in town—

write direct to

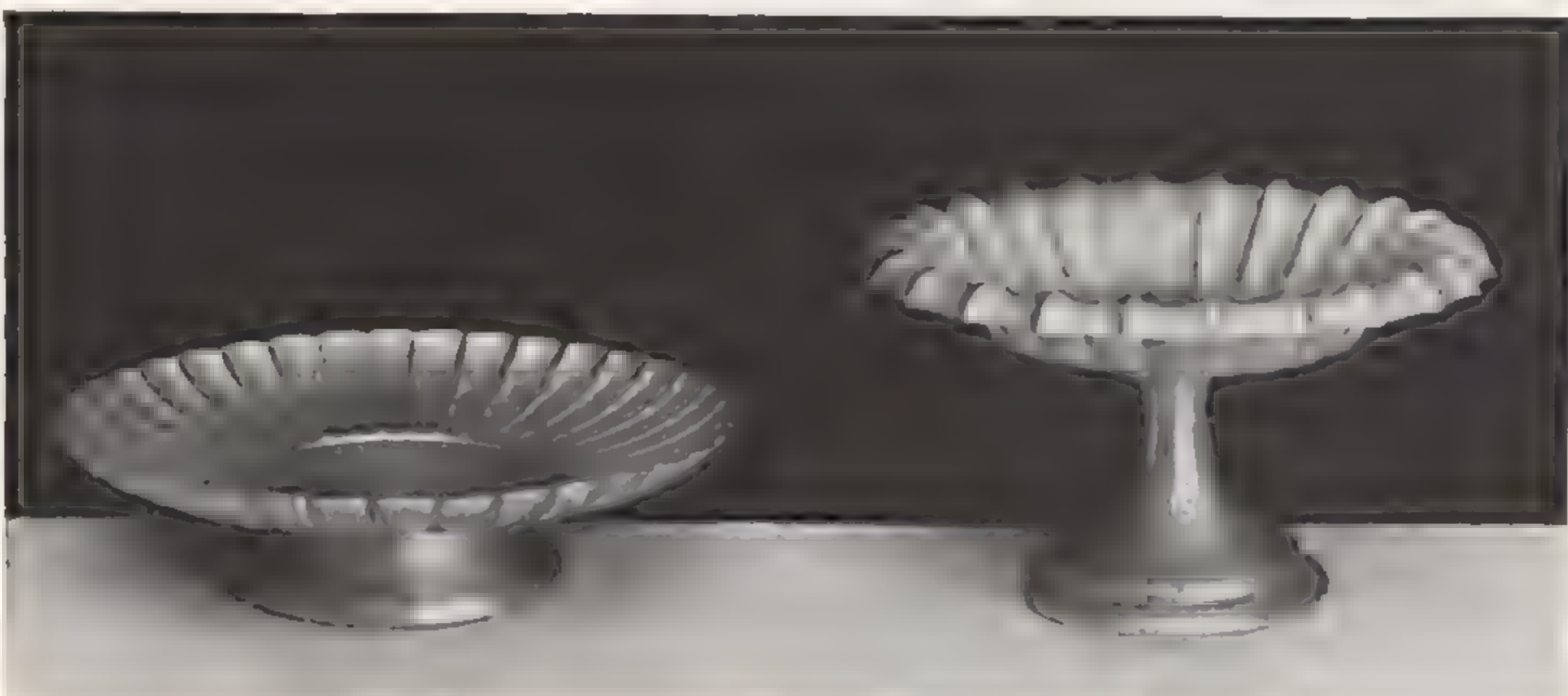
THE ALVIN CORPORATION
PROVIDENCE, R. I.



W. 20—A shell dish for nuts or bonbons, of beautiful line and restrained period decoration, 7½ inches long, \$3.75.



W. 14—What could be better for the fruit or flower centerpiece, so smart at the moment—9 inches long, \$9.50.



W. 29—The modern note at its low-slung best in a serenely lovely compote, 7¾ gleaming inches across, \$5.



W. 2—A waterlily centerpiece, fruit or salad dish, that could become anybody's heirloom—11½ inches long, \$7.50.

W. 25—Simple and graceful as a flower—a smart, new compotier, diameter 6¾ inches, height 3¾ inches, \$3.75.

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Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California, or, in Canada, 360 Adelaide Street, W., Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

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● Perhaps a few of your regular activities are going a trifle stale. Perhaps you'd like to devote a few hours of your time to a real business—one that would bring in some real money.

Many women, who have found that social activities are not enough to fill their days, have gone into business with VOGUE. If you are interested, just address

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420 Lexington Avenue, New York City



SEEHAUSEN

GOLDEN DAYS... SILVERY NIGHTS... *Summer*

No one does these cool lacy knitted frocks quite so effectively as MARINETTE. . . . This two-piece "Sunday Night Knit" (Style Copyrighted) is simply adorable with its hand-fashioned design in yoke and cape sleeves. . . . An added touch is the open work sash which ties in a large bow. . . . Available in all the charming Summer shades.

Created of Crown Tested Quality Yarn

MARINETTE KNITTING MILLS • MARINETTE • WISCONSIN

MARINETTE

Sunday Night Knits

MADE IN CANADA BY THE KNIT-TO-FIT MANUFACTURING CO., MONTREAL



INTERNATIONAL CODE FOR CHILDREN

(CONTINUED FROM PAGE 118)

Princess Elizabeth and her royal Grandmother are very fond of picnics, and Queen Mary has had a special summer-house built, just off the Ballater road, where they often go together, taking a real Scotch tea with them. These are gala-days, much looked forward to and much enjoyed, but never undertaken without the inclusion of a neat and well-cut raincoat, very light, and an extra sturdy pair of square-toed shoes.

In London, the ten-year-olds set forth on dancing-class mornings in sturdy laced brown shoes, their coloured kid pumps neatly packed away in Nanny's bag.

THE FRENCH INFLUENCE

It is in party dresses that the French get in their insidious influence. The French know more about how to make a little girl look really pretty than any one, and everybody—mothers, nurses, and children—agrees that it is a good idea for a little girl to look as pretty as possible at parties and dancing-school. The dancing-school dress is not quite so dressed-up as the party dress, but neither of them are half so dressed-up as it used to be thought such clothes should be.

Whether they are at Miss Robinson's class in New York, at Miss Vanani's in London, or at Baraduc Labarta or Madame Desprey's in Paris—little girls wear in-between dresses of various fine materials, simply made, with tucking or perhaps bows on the shoulders to make them feel important. The famous British smocked yoke, on crêpe de Chine frocks, plays a big part among the dresses of the little girls making their curtsies to the dancing teacher. But when somebody gives a birthday party, then a certain amount of cutting loose takes place, and the little girls turn up, presents in hand, in even more delicately tucked and perhaps embroidered sheer dresses (if they are little), or in cotton net or velveteen frocks (if they are from six to eight). A little girl in a dark velveteen dress, very simple, with her fair hair released from its two pigtailed and hanging smoothly down her back, is a very fine sight. And the newest thing is to wear ankle-length dresses—a fashion launched by Lanvin and now very much done in London and New York.

In the summer, the only ruling of the international code is that the dresses shall be simple and leave unlimited freedom for legs and arms. Thus some of the very prettiest dresses for small girls are sleeveless summer ones. All sorts of thin materials, all sorts of checks, plaids, candy-stripes, all sorts of delicious, appetizing colours, may be and are indulged in. Little girls in summer very often wear bloomers—thin, unbulgy ones—under their dresses, made of the same material, and this is a trick they have the American children to thank for. In winter, under heavier clothes, it is simple little wool panties, sometimes topped by embroidered muslin panties, that show when the skirts fly up.

Dressing little boys is often a heart-breaking business for the mothers. When they are very small and fat, quite lovely, simple, two-piece suits

can be made for them, similar to the rompers that they wore in the stage just before, of smooth bright coloured linens with white linen or piqué collars. In winter, they can wear beguiling little sweater-and-short sets, of jersey in different colours, the shorts absurdly tailored and very, very short, and the jerseys severe and stretching smoothly down over the round tummies. Their coats and hats are almost identical to their little sisters'—which, in fact, were copied from their brothers to start with. Under four, a little boy's clothes are, in reality, just like his sister's except for the termination in shorts which he values so highly. For best, at these ages, they wear pale linen and, on occasion, crêpe de Chine suits, with a little something on the collar like a bit of Irish lace.

But, after the fatal fourth birthday is reached, it is very hard to go into the smart children's shops and see hundreds of fascinating frocks for little girls and such sternly masculine things for little boys. One must resign oneself to the fact that one has a small boy on one's hands, and that he must be dressed as such. Now, shorts are ordered in tweeds, in grey or navy-blue flannel, and not only sweaters are bought to wear over them, but—alarming thought—real little shirts, preferably with Eton collars, which are good in white, of course, but also in blue and in fine stripes in browns or pinks or greys that are terribly reminiscent of a grown man's shirts. The final blow is buying the small boy neckties. Plain dark ones are very well for a staple, but there are smart English ones with horses or dogs woven into the silk in a different colour. For a coat, the little boy will wear Norfolk jackets, perhaps to match his shorts; but it is very smart to choose a different colour and material—as a brown tweed jacket with a pair of grey flannel shorts. All that makes boy's clothes chic is a product of the English taste. For best, now that he has come to what seems practically man's estate, he will be smartest wearing, probably, dark blue shorts and a Norfolk jacket, a plain white shirt, and a blue, red, or green necktie. The old flowing tie that used to accompany the Eton collar is one of the things that is relatively in the discard to-day, in favour of a narrow one tied four-in-hand.

SPORTS MODELS FOR THE YOUNG

Sports clothes for both girls and boys of these ages is a department of dressing that has assumed huge proportions in the last few years. The art of dressing children for the beach is an American art, tricked out with a few additions from the French, and with practically no assistance from the British, whose one-time idea of a good bathing-costume was a lamentable unwhic jersey article of no shape whatsoever. The sun-suit, in which modern children cavort practically exclusively from June to September, is an American invention, whereas the Greek beach sandal, leaving small feet magnificently uncovered, is something the French thought up.

Since sun-suits are a minimum of clothing (Continued on page 121)

This is the
MODERN WAY
to
prevent odor



HERE is the new easy-to-use deodorant. Instantly it gives protection for the day! Never before has the problem of perspiration odor been so neatly and effectively solved.

Just hold Perstik like a lipstick—and apply. Fingers and nails never touch the deodorant itself. No wonder the beauty advisers to more than 10 million women hail Perstik as the *perfect way to under-arm freshness*.

Awarded the Good Housekeeping Seal of Approval

The wives of thousands of American physicians prefer Perstik because it cannot irritate the skin, even after shaving. Nor can it injure fabrics. Use it the first thing in the morning, and slip right into your dress.

Say goodbye forever to the fear of abhorrent body odor. The daily use of Perstik keeps you sure of yourself at all times.

In buying Perstik, be certain to get *real* Perstik, in the handsome new black-and-ivory case with the name "Perstik" right on the silver label. 50c at department stores and druggists. Or, write Perstik, 469 Fifth Avenue, New York City.



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THE EASY-TO-USE DEODORANT

And for you ladies who prefer to
STOP PERSPIRATION

The makers of Perstik now present **PERSTOP**, an entirely modern and safe way to keep the armpits dry as well as free from odor. A crystal-clear liquid with a brand new applicator idea. Non-spillable. Quick drying.



Perstop closed — Just turn cap to open. Shake for sec- ond to moisten applicator. Just apply. No separate applicator.

Perstop meets highest tests for purity and effectiveness. Approved by Good Housekeeping and sold by leading dept. and drug stores. 50c.

INTERNATIONAL CODE FOR CHILDREN

(CONTINUED FROM PAGE 120)

anyway, the infinitesimal postage-stamp of material that they do consist of may be any sort—gingham, cotton, linen. It is particularly smart to order for one's children small jersey sun-suits that have jersey sweaters to match, to be put on if the day turns chilly. No socks, no hats are worn by chic children in summer; they run around as untrammelled as Indians, rapidly turning as brown, in the sun, as small cinnamon buns.

EIGHT TO FOURTEEN

The statement that there is an international chic for children still holds for older children, from eight to fourteen. Nowadays, there is no real difference between twelve-year-old girls' clothes, whether they happen to be worn by an American, a French girl, or a Britisher. The main line of simplicity is hewed to, and, at these ages, a great deal is learned by the English and French from the American child, as concerns school clothes. The French girl has most of her lessons at home; the English girl most often wears a uniform—thus, neither nation has ever evolved a particularly perfect style of dressing children for school. America, however, has—and the severe serge frocks, the tartan plaid pleated skirts with plain hand-knitted sweaters, and the simple, sometimes smocked, dresses made of wool crêpe, that American schoolgirls wear, are classics.

One rather British type of twelve-year-old dress is a very smart and useful one for the school child: the serge or woollen suspender dress, in dark blue or brown, worn over a plain, simple white guimpe. Corduroy is one of the best of materials for school clothes; in dark blue or dark green of the kind that Foxcroft uniforms are made of, it can be made into the smartest of suspender dresses or short-jacketed suits. Another classic for this age is the black velveteen skirt, worn with bright hand-knitted sweaters, that is worn by all girls who like to skate, and many others besides. Although this fashion has an American origin, children in England and France also wear it. One can hardly afford not to mention the sweater known as the Brooks sweater; boat-necked, warm, hand-knitted, smelling slightly of heather, it is a passport of chic at most girls' schools, even as the polished brown leather Prince of Wales Oxford has become. Those and the severe brown felt riding-hat are three essentials that are worn by smart young girls the world around.

For parties, these girls under fourteen do best if they can be restrained

from too much copying of their older sisters. Par in chic for such girls seems to be, universally, knee-length, or the new ankle-length frocks of taffeta, muslin, cotton net, or, especially, organdie, which must have been invented with these young girls in mind. The simpler the better; the more childish the better, in reason, for it is far more chic to dress your children under their age than over it. For sports, the problem of these girls is a very simple one: tweeds and more tweeds; lots of woolly sweaters. One-piece bathing-suits. Good riding-clothes. Childish shoes, with no more than the very slightest heel. And, of course, and always, berets.

Boys are more of a problem. Even the international code doesn't entirely take care of the question of what is to be done with a boy who is, literally, too big for his breeches, who is too young for long trousers, and far too tall for shorts. It is generally conceded to-day that the consideration of height should come before that of age; that it is preferable to keep one's son from looking ridiculous at all costs.

WHAT THE BOY WEARS

Generally, however, shorts should be worn till a boy is at least twelve, and long trousers as soon after as his appearance requires. Knickerbockers are never very smart and should be eliminated as far as possible. The English are again the nation that has helped the world most with clothes for boys of this age. Their combinations of such clothes as grey flannel shorts and blue coat or brown tweed coat; the same with long trousers; plain white shirts for older boys, plain felt hats instead of always, always, always caps—seem admirable. It is a mercy, nevertheless, that at these ages the responsibility of dressing the boy is generally taken out of one's hands by the rigid requirements of boarding-school.

Unless a boy is especially tall for his age, he will not have a dinner-coat ordered for him within these ages. To parties in the holidays, he will wear a dark blue serge suit with a plain white shirt and a black or dark blue necktie.

All that has been said here applies equally to children living in America or in Europe. This real, fixed standard of smartness is water-tight; it is a real internationalism of dress. The American child looks less sloppy, the English child looks less stodgy, the French child looks less Frenchy, and they have all learned from each other, or their mothers have, how to be really chic.

TO OUR CONTRIBUTORS

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It will delight you beyond words. Your figure achieves a flawless elegance and beauty of line with "PRINCESS SIL-O-ETTE." No seams front and back . . . no hooks to bother with . . . goes on and off easily. Its uplift brassiere and other copyrighted features are ideally in tune with the new clinging dress modes. You can be as active as you like. Sizes 32 to 42 in Tea Rose and White.

Leading department stores carry SIL-O-ETTE in the knit underwear departments

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"Individuality"

... in every line of this charming sheer crepe and print costume... the new and important printed sleeves of the coat... the flattering collar of the print top gown... making an individual ensemble. Navy, Brown and Black.

\$45

POWELL
700 NORTH MICHIGAN
CHICAGO

FOUR CUPS OF COFFEE

BY BARONESS TAMARA STEINHEIL

OLD FRANCE—The sun's rays are already playing through the green window-shutters. It must be late. Outside, the ducks and chickens have long and lively arguments. A faint, penetrating whiff of coffee comes to my room.

"Nounou," I yell at the top of my voice. Really, I should get up myself, open the shutters, and run down-stairs to pump the water. But I know that I would linger in the courtyard chasing the small baby ducks. If I caught one, I'd put him in the pail of water and watch him swimming, for it is too amusing to see the distressed antics of the hen, his foster mother.

Then, surely, I would hear Nounou's voice scolding. Down she would come, fish out the duckling, and silently pump water again. Meanwhile, I know her heart would worry over her coffee.

"Nounou," I yell, this time louder, for I feel the pangs of hunger. But she leaves me to languish a while longer. Down-stairs in the kitchen, I hear her preparing the breakfast; then her steps; and she enters my room. Dear Nounou, how I love her! She is, for me, a part of old France that she has taught me to know and love, while she has nursed me.

Small, with an immaculate white bonnet on her head, she is the embodiment of the French peasant woman. Her eyes have a responsive, twinkling light of understanding. She is full of the wisdom of a kind woman, and of the peasant who lives near the soil. The shutters are opened with a bang.

The sun floods the room. Then, I dress and go to the kitchen. It is dark from age, but spotless. The water is boiling on the large stove. On the edge of the stove, a large earthenware pot is standing, and Nounou pours water into its filter over freshly ground coffee with which chicory from a little package has been mixed. Never is the coffee boiled with the water; it is allowed only to sift through. The French claim that by boiling, coffee loses its best fragrance, and becomes strong and coarse.

Now, a large bowl is put on the table, and boiled milk is poured into it. Nounou adds to it freshly-brewed coffee from the filter. Then, taking the large round bread, she traces a cross over it with the point of the knife; holds it pressed to her heart; and cuts me a thick, generous slice.

I do as they all do in France. Into the bowl of the café au lait, I break small pieces of my bread and eat it with a spoon. Then, I drink the rest slowly, holding the bowl with both hands. Through this simple rite I feel that I am a part of this old house; a part of this soil; a part of France.

ROMANTIC VIENNA—Sitting in a heavy, red plush chair by the window of the old Wandel Hotel, I am looking on the Stephan's Platz below.

The old Stephan's Kirche stands opposite with its Gothic spire, its saints in their niches, and its pigeons who have no respect for Gothic saints. Wandel Hotel (Continued on page 123)

WHEN SMOKE GETS IN YOUR EYES

One of New York's smartest women discovered this: After an evening spent in smoke-clouded rooms, she *always* gives herself a special eye treatment before retiring. With Elizabeth Arden's Venetian Special Eye Lotion she cleanses and tones her tired, aching, squinting eyes. *** It takes just a second. *** Next morning her eyes are clear, lustrous, without a trace of fatigue in them. *** Elizabeth Arden's Special Eye Lotion... \$1, \$2.50.

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DELETTREZ EASTERN UNGUENT

A nourishing cream of superlative efficacy. And of course as the final touch to every complexion

DELETTREZ POUDRE SPIRITUELLE
Sold only at exclusive Toiletry Counters and Delettrez Beauty Salons.

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Naturelle, Rachel, Creme
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\$3.00

EASTERN
UNGUENT
\$4.50



DELETTREZ, Inc.
580 Fifth Ave. - New York

What Good ARE HUSBANDS, ANYWAY?

They're seldom home for the cocktail hour! However, here's consolation. Bottled Club Cocktails far excel those mixed by any amateur bartender, no matter how charming his personality. They have that matchless—mellow—ripened flavor that made them famous long before prohibition. And what a marvelous convenience to have them ready to serve! Ask for Club Cocktail Martinis (dry or regular) or Manhattans.



G. F. HEUBLEIN & BRO.
Hartford, Connecticut
Established 1875
Also distillers of
MILSHIRE DRY GIN

THE CLUB COCKTAILS
This advertisement is not intended to offer the above products for sale or delivery in any state wherein the sale or use thereof is unlawful.

*Of course
you would*

TATTOO YOUR LIPS

when you want
that ultra some-
thing that goes
beyond mere
smartness



Truly enough, there's smartness in rich, luscious color . . . but there's *distinction* of a smarter, more exciting kind when lips have tempting color, but no pastiness to spoil it. Pasteless lip color . . . that's TATTOO!

You put it on . . . let it set . . . then wipe it off. Nothing remains but smooth, even, transparent color that's smarter than smart . . . that stays for hours and hours, *regardless* . . . and that actually keeps lips caressingly

soft and smooth. Select your proper shade by testing all four on your own skin . . . at the TATTOO COLOR SELECTOR prominently displayed on leading drug and department store counters. TATTOO FOR LIPS is \$1.

No. 1 has an exciting orangish pink cast. Rather light. Ravishing on blondes and titian blondes. It is called "CORAL."

No. 2 is an exotic, new shade, brilliant, yet transparent. Somehow we just cannot find the right words to describe it. It is called "EXOTIC."

No. 3 is a medium shade. A true, rich blood color that will be an asset to any brunette. It is called "NATURAL."

No. 4 is of the type that changes color when applied to the lips. Gives an unusually transparent richness and a depth of warm color that is truly amazing. It is called "PASTEL."

TATTOO, CHICAGO

TATTOO FOR LIPS AND CHEEKS

An ever-so-smooth, pure, non-purplish rouge for lips, or cheeks, or both. Prepared in the same identical shades as TATTOO LIPSTICK so that cheeks and lips may be in perfect color harmony with each other. The price is 75c.



Reg. U. S. Pat. Off.

TATTOO

*transparent color
for lips and cheeks*

FOUR CUPS OF COFFEE

(CONTINUED FROM PAGE 122)

is very old. With its red plushes and its heavy rococo, it is quite home to me now. We always stop at Wandel's when we visit the Austrian capital.

As the cuckoo of the Tyrolian wooden clock announces four o'clock, Frau Geheimrath and her daughter, Lieschen, appear. After warm greetings, we walk in front of our mothers in dignified procession down the stairs. An open victoria with a pompous coachman takes us around the traditional drive of the Prater. Other victorias carry imposing, side-whiskered gentlemen, graceful ladies, and handsome young men. It is the Vienna of Kaiser Franz; carefree and elegant.

We stop before a house whose façade, like all others in Vienna, is gay with flowers. The interior with its heavy mahogany and plush curtains is cozy, and what a tempting smell of coffee! We go at once to the dining-room. The large round table, with a linen cloth embroidered with red silk poppies, displays the abundance of the Viennese kaffeeklatsch hour. A large *Kugelkopf*; the knobby *Baumkuchen*, German in origin; the *Lenzentorte*, wholly Austrian; the Czech *Mohnenstrudel*, show even on the dinner-table the different elements of the Empire.

The hostess is pouring coffee. It comes from the silver coffee-pot, milky and fragrant.

"This is quite a remarkable coffee," says my mother, turning to our hostess. "As a rule, I dislike milk in my coffee, and the French café au lait is spoiled for me by the chicory."

Frau Geheimrath beams. "I am so glad you like it. I learned it in Lemberg from my mother, who was Polish."

"Then, it is a family secret, I suppose," sighs my mother.

"Oh, no, for in Poland, as in Vienna, many make it this way. The recipe is quite simple. To a quarter of a pound of coffee sewed in a loose cheese-cloth bag, add two quarts of cold milk, or equal parts of water and milk. Let it stand for two or three hours in a cold place. Then bring it to a boil, without boiling it—that is all."

"I'll have to try it with a smaller amount," says mother.

The rays of the lowering sun coming through the large window play on the silver of the table. A chime from the neighbouring church rings a little waltz. It is getting late.

"Vienna," says my mother, somewhat wistfully, "is one of the most charming cities I know, and you one of her loveliest women." Then, getting up, "All was so delicious, Elsa, and *auf wiedersehen*."

ON THE EDGE OF THE DESERT—The sun has set. The sky is purple and liquid gold. I lift my eyes to it, waiting for the first star to appear. As soon as it flickers in that African sky, the trailing sound of evening prayers will be heard from the mosque near-by. Then, I will go to Sidi Aga Ouraba, my friend and master. It will take about half an hour to reach his home on the hill.

I walk slowly, greeting the few passing Arabs. Then, I am at his white house, and as I hold aside the curtain to the entrance, I greet him with the ritual, "Salaam Aleikum." He sits in the corner of the dimly lighted room on a low divan, fanning himself.

The room is simple and bare, save for a few rugs and some old arms on the whitewashed wall. He must have been a dashing rider, Ouraba Aga, before he became the wise old scholar of the Koran. He is very handsome even now. His long white beard lends him great dignity; the piercing eyes have lost none of their youthful fire; and, in his white flowing robe, he is superb.

He claps his hands and says to the entering servant, "Kawa!" In the back court, I know his wife, Nidjma, will blow on the charcoals in the iron tripod. The servant will grind the freshly roasted coffee in a long tube-like grinder, very finely. To be good, the Arabs say, their coffee must be freshly roasted each time that it is made.

Soon the strong aroma penetrates our room as Nidjma, holding the tiny brass coffee-pot over the charcoal by its long handle, fills it half with coffee and half with boiling water, and adds plenty of sugar. After the liquid has boiled three times over the fire, she drops in a tiny charcoal ember to settle the coffee, and fills the small cups for us.

As I sip the thick, dark coffee, I listen to the even voice of Sidi Ouraba Aga, and muse upon his fine Arab face.

IN THE HEART OF THE COFFEE COUNTRY—It is hot. The unbearable heavy heat of the tropics. The sun stands right now over our heads, and the hour is one of great quietness.

It is very hot—a heat that fairly drugs one to sleep, and I feel a dizziness come over me. Then, slowly, this suffocating semi-dark room is filled with phantoms of the past. I seem to hear the familiar song that lulled me to sleep in my childhood. The sound comes nearer; buzzes. I make an effort and open my eyes. Perspiration bathes my face, and I discern now a soft crooning voice and the sound of a guitar. I arise, feeling limp, and come into the patio. Across the entrance of the house, Juan lies asleep. I step over his prostrate body into the street.

There, leaning against the wall of our house, stands the white-clad figure of a man in a large pointed hat of straw. His fingers barely brush the guitar, and softly he murmurs a song. At his feet stands a large metal boiler set over the small flame of a lamp. On top are piled small cups. The air is heavy with the smell of coffee. I yawn.

"Café, señora?" asks the coffee man.

Yes, I'll drink that strong, bitter beverage to brace myself against this limpness. Ah—here they roast their coffee unmercifully until it is as black as coal and bitter as gall. In the metal urn, it boils lazily for hours and hours. The rich planters are very particular about their coffee and use only that which comes from the high volcanic mountain tops. It is roasted black; brewed strong; and boiled a long time.

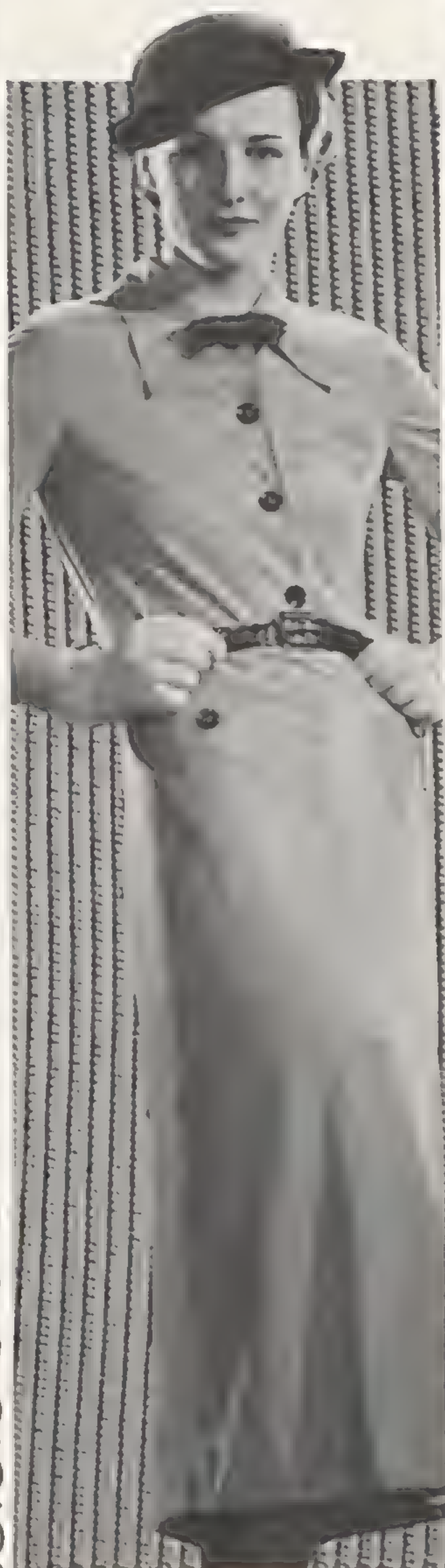
But here in the streets of the town, the perambulating coffee man puts down his guitar and pours me a cup of his precious brew. I give him a few centavos, and sip it right there in the quiet street under the shadow of the house. Across the way, I see a large tree with monstrous, flamboyant flowers. On its trunk, white orchids cling.

All is unreal and strange to me here in the heart of this great coffee growing country—South America.

THIS IS RUSSEKS

"David"

A Shirtfrock of
Riviera Cord, \$7.95



To all you smart New Yorkers who appreciate the fashion background of the custom tailored shirtfrock, Russeks presents "David" . . . David is something very special—not just another "shirtfrock". For example—it has reinforced seams, the collar fits like a man's. There is an action pleat at the back. The skirt is bias cut for freedom, and for fit. The fabric is a member of the uncrushable brigade—and sleek as a whistle. It's right for active play and spectator smartness. Brion Blue and white . . . Brown and white . . . Red and white . . . Black and white

Sizes 12 to 20 . . . 36 to 42

SPORTS SHOP—FIFTH FLOOR

RUSSEKS

FIFTH AVENUE at 36TH STREET

THE QUICKEST RECIPE*

for CREAM OF MUSHROOM SOUP



ONE OF THE
57

* RECIPE
*Simply Heat
and Serve*

NOW in just a few minutes' time you can serve a rich, smooth Cream of Mushroom Soup, every bit as delicious as the kind you used to spend hours to make.

This soup comes to you ready to heat and serve! Heinz prepared it from an old home-recipe—spent months of experiment and trial to make it equal in every way to the finest home-prepared Cream of Mushroom Soup.

Thousands of women have written in expressing their delight with this new Heinz product. "My family cannot believe it is a canned soup—they cannot tell it from my own Cream of Mushroom" writes one woman. Another says, "I call Heinz Cream of Mushroom my 'party' soup. It graces the most elaborate dinner."

If you have still to taste Cream of Mushroom Soup as Heinz prepares it, you have a real treat coming. Think of the tenderest, fresh mushrooms simmered down slowly to make a rich stock, then blended with rich cream to bring out the full flavor! Completely ready to heat and serve—without

measuring, blending or diluting—it saves you a world of trouble, time and expense.

We want you to try Heinz Cream of Mushroom, Noodle or any of the 16 new Heinz homemade style soups *at our risk*. Serve one of them tonight. If it's not as good as the finest homemade kind, Heinz says it's yours free. Simply return the label to your grocer and he will refund the purchase price! Be sure to select a variety of your favorites at your grocer's today.

H. J. HEINZ COMPANY
PITTSBURGH, U. S. A. • TORONTO, CANADA • LONDON, ENGLAND



SIXTEEN VARIETIES

Cream of Oyster
Cream of Asparagus
Cream of Green Pea
Cream of Mushroom

Noodle
Vegetable
Bean Soup
Consomme

Beef Broth
Pepper Pot
Mock Turtle
Scotch Broth

Gumbo Creole
Clam Chowder
Cream of Celery
Cream of Tomato

HEINZ *homemade style* **SOUPS**

Vogue's

A D V A N C E

R E T A I L T R A D E E D I T I O N

IN THIS ISSUE: IDEAS FOR PROMOTION

What to do about National Cotton Week! Turn to page III.

Paris has ideas for cotton chic; see pages IV and V.

There's a new Guild you should know about; turn to page XIV.

What Paris wears at a Première is news; see pages VI and VII.

London is exciting news just now; pages X and XI.

Two smart shops use Vogue to their profit; see page XVI.

Molyneux's new collection makes a hit; read the Paris cable.

The Directory of Vogue's May 1st Advertisers is an important list
for you to check; turn to page XV.

MAY 1, 1934

L A T E S T P A R I S C A B L E

Molyneux's new collection

MOLYNEUX'S NEW MID-SUMMER AND BEACH COLLECTION EXCELLENT --- TWO BEAUTIFUL REDINGOTE COATS, ONE NAVY WOOL, THE OTHER WOOL IN A NEW CLOUDY ROSE SHADE; BOTH FITTED, BELTED, BUTTONED STRAIGHT UP THE FRONT ----- CONTINUANCE OF THREE-QUARTERS COOLIE JACKETS OVER DRESSES ----- AN EXCITING ONE IS IN A NEW SHADE OF BRICK RED MAROCAIN CREPE, DOTTED WITH WHITE, SASHED WITH PINK ORGANDIE ----- UNUSUAL COOLIE JACKET OF NAVY RIBBED SILK, BUTTONED STRAIGHT DOWN THE BACK, SLIT UP FRONT TO CHEST, REVEALING PLAID TAFFETA SASH ON NAVY DRESS ----- EVENING DRESSES CHARMING NEW SHADES: CORALISH ROSE, ALSO SOFT HYACINTH BLUE ----- SHORT RUFFLED CAPE OF BLACK CIRE CHIFFON; ALSO OSTRICH AND TAFFETA CAPES ----- BLUE-AND-WHITE CHECKED TAFFETA COOLIE EVENING COAT WORN WITH TAILORED WHITE CREPE SKIRT AND CHECKED TAFFETA BLOUSE -- NATURAL FLAX ONE-PIECE OVERALL SUIT WITH BOX-CALF BUTTONS AND BELT

Paris hat news

MARIA GUY'S BLACK OILCLOTH HAT THE RAGE IN PARIS; SHALLOW CROWN, BRIM APPROXIMATELY FIVE INCHES; SEEN IN MANY VARIATIONS, BRIM STRAIGHT OR SLIGHTLY TURNED UP OR SLIGHTLY TURNED DOWN --- MOLYNEUX SHOWS HUGE FLAT HATS AND SAUCERS THROUGHOUT, SOME WITH NEW SIX-SIDED BRIMS ----- GIGANTIC WHITE CROSS-BARRED ORGANDIE HAT WORN WITH BLACK WOOL DRESS; MATCHING ORGANDIE SCARF AND GLOVES

London fashions

CHECKED CRASH THE RAGE, USED FOR SKIRTS AND WIDE HATS WORN WITH PLAIN, SHORT-SLEEVED SWEATERS IN DEEP TONE ----- NEW KNITTED BEACH PANTS THREE-QUARTERS LENGTH, ROLLED UP AT BOTTOM LIKE FISHERMEN'S, DARK BLUE WITH RED-AND-BLUE STRIPED SWEATER ----- FOR BEACH, MEN'S TIE SILK DRESSING-GOWNS LINED WITH PASTEL TOWELLING AND WITH TOWELLING COLLAR AND CUFFS --- SEEN AT COUNTRY HOUSE FOR DINNER, THREE-QUARTERS LENGTH PERSIAN AND INDIAN COATS FITTED AT WAIST OVER LONG SLIP-DRESSES

National Cotton Week

NATIONAL Cotton Week, which is to be observed May 14-19, now has such a well-established place on the trade calendar for spring that it is hard to realize that this promotion plan is only four years old. Since its inauguration in 1930, the Week itself and cotton fabrics have made such enormous strides in fashion significance that quite conceivably National Cotton Week would now simply go ahead and celebrate itself, even if there were no such guiding hand as the knowledgeable people at the head of the Cotton Textile Institute!

Last year, they tell us, more than twenty-eight thousand stores took an active part in the celebration, and this year there surely will be even more. It is impossible to estimate how much this national promotion of cotton has aided industry throughout the country. It seems perfectly certain that it has influenced Paris in the use of cottons for important fashions; that it has spurred the designers of cotton fabrics in this country to the creation of fabrics so beautiful that they stand on their own merits without regard for the fibre used; that it has turned the attention of both merchants and consumers towards a product typically our own. National Cotton Week has accomplished the difficult task of resolving what might have been no more than a single patriotic gesture into an excellent business promotion. And merchants who in the beginning may have observed National Cotton Week as a gesture in the direction of public duty, this year will do it because it is a logical, sound, profitable business move.



The May 15th issue of Vogue will present a portfolio of cottons important in fashion. In planning your cotton fashion promotions, add to such stand-bys as shirt-waist dresses, sports frocks, cotton blouses, cotton gloves, beach clothes, and dance frocks, these new fashions with a special significance for the coming season.

- Cotton evening coats of organdie, piqué, quilted cotton or cotton velveteen, designed in a more formal manner than last year's casuals (see page V).
- Strictly tailored suits and full-length coats of plaid cotton madras or gingham, for wear in town with tailored accessories (see page IV).
- Cotton madras accessories, such as bags, parasols, hats, little jackets (See page V).
- Cotton dinner suits, made in enchanting new organdies and cotton chiffons, smartest in ankle length.
- Cotton net suits, smart for day or evening, and especially smart for dinner in the new shorter length.
- Important evening gowns of cottons, designed as formally as they could possibly be in any other fabric; for example, the organdie dress embroidered in paillettes on page 64.
- The new, loosely woven cotton coatings which, we will say, it takes a very clever eye to distinguish from wool.

The Cotton Textile Institute offers many selling helps to aid the retailer. They include this year's version of the Cotton Poster, size 12" x 18", in red, white and blue; five carefully-planned bulletins containing promotional and merchandising ideas; and radio-broadcast material. Cotton Textile Institute, 320 Broadway, New York City.



1. COTTON MADRAS TUNIC BLOUSE

2. SEVERELY TAILORED MADRAS SUIT

• Has Paris taken a leaf from our Book of Smart Cottons? If she has, she's added something all her own; and here are some of the things she's doing with cotton madras . . . a favourite with Paris houses and used with great distinction. Creed uses it for shirtwaists and sunshades, Maggy Rouff for whole dresses, Chanel for scarfs. We can think of many other smart uses, too—bags, gloves, top-coats, tunics, mannish dressing-gowns, pyjamas, shorts, shirts, entire suits—and we have sketched some of our ideas here.

• 1. A high-necked, three-quarter sleeved tunic of rust, brown, yellow and white,

worn with a brown flax skirt and bag and a natural straw hat.

• 2. A severely tailored suit of madras in green, orange, yellow and white.

• 3. For resort or country wear, a tailored top-coat with wide revers. The plaid is in tones of blue, soft red, green and white, and the accessories are green.

• 4. & 5. Two beachwear suggestions. Pink is the predominating colour in the pyjamas, which are worn with a navy shirt. Rust, yellow and white plaid makes the madras shirt, worn with grey flannel shorts.

• 6. The sunshade, gloves and bag are all of red, blue and white madras.



4. PLAID PYJAMAS OF MADRAS


5. MADRAS SHIRT, FLANNEL SHORTS

3. TAILORED COTTON MADRAS COAT

*Cottons
in Paris*



7. PIQUÉ COAT WITH RIBBON



8. TAILORED EVENING CAPE OF ORGANDIE



9. BLACK ORGANDIE EVENING COAT



10. QUILTED COTTON DIRECTOIRE COAT



6. COTTON MADRAS ACCESSORIES

• In planning your Cotton Week promotions and later mid-summer stocks, consider well the cotton evening coat. From last summer's piqué and organdie successes, there is developing a whole new school of cotton coats. They are not the casual affairs you have seen before, but really formal models that you have Paris authority for presenting not only over cotton frocks, but over silk, chiffon, net or tulle evening dresses. Here are Paris ideas on the subject, sketched for you by one of Vogue's Paris artists and full of charming, chic and (we have an idea) promotion possibilities.

• 7. A white piqué coat with circular top and skirt, tied at the neck and waist with black-edged piqué ribbon. The dress is

black crêpe; the emerald bracelets and earrings add a touch of colour.

• 8. This tailored cape is of red-and-white checked organdie with a small, round velvet collar. It is worn with a pale pink dress and shoes.

• 9. A fitted, three-quarters length coat of black organdie, double-breasted, with strass buttons. Three red poppies are on one shoulder. This type of coat has great possibilities for summer; promote it in dark blue, brown, or dark green, as well as black.

• 10. Yellow quilted cotton coat, flared and slit up the back, with two buttons at the centre, just like a Directoire riding coat. There is a matching slit down the back of the collar.

Paris Co. Cinema



1. SATIN COOLIE COAT FOR EVENING



2. DIRECTOIRE LINES IN CORAL CREPE



3. NET ENSEMBLE IN BLUE AND BROWN

4. ANKLE-LENGTH BLACK CRÉPE WITH FOX

• All smart Paris turned out for the opening performance of Eddie Cantor's film, "Roman Scandals", given for the benefit of the American Hospital. Vogue's Paris staff was there, and sends us these sketches of some of the chic women present.

• 1. The coolie coat in a dramatic version for evening. It is black satin, belted with red crêpe, worn with a red dress, red shoes, red gloves!

• 2. The Directoire influence in a particularly feminine gown of coral pink crêpe. The bodice is entirely shirred, the skirt full and straight, and there is drapery across the shoulders. The jewels worn with this dress were sapphires and the long cape dark blue velvet.

• 3. The fashion of net and the fashion of two-toned ensembles were both outstanding. This ensemble combines both points. It is all of net; the skirt is brown, the basque-like bodice is blue, and the tiny cape is blue edged with brown.

• 4. Several smart women wore dinner ensembles with small hats, such as this. It is of plain black crêpe, the severe, classic line unbroken from neck to ankle-length hem. The three-quarters sleeves are heavily weighted with silver fox. Notice the very open sandals. Every one wore them, with every type of dress, and we hear that French women have become so attached to sandals that they even expect to wear them for town this summer.

Première

• 5. This is Molyneux's bright blue crêpe dress; the tunic-length jacket has cape-like sleeves, and is lined with pale pink crêpe. The chic woman who wore it chose coral and jade jewellery for an individual accent, with tiny carved coral combs in her hair.

• 6. One of the jackets composed entirely of small flowers, which Mainbocher has launched so successfully this season, worn over a plain black crêpe dress.

• 7. Yellow-green is much used by Jodelle, Madame Vionnet's niece and the *directrice* of a new house which has gained immediate acceptance. This is a typical model, worn here with crystal and emerald and crystal and diamond jewellery, and a silver fox cape.

• 8. Sets of jewellery, such as our grandmothers wore, are having a wide revival in Paris, as reported in the April 1st Trade Edition and on pages 40 and 41 of this issue. This pale grey dress is a perfect background for a set of this type . . . bracelets, clips and earrings of crystal and ruby.

• 9. Another version of the tiered silhouette, which Vogue's Trade Edition has pointed out as a significant spring fashion. The deep green taffeta cape is in three tiers with cut scalloped edges. The high stand-up collar is also scalloped. This cape, worn over a simple crêpe dress in the new shade of yellowish green, is a new colour combination that bears watching.



7. JODELLE'S CRÊPE EVENING CLASSIC

9. TAFFETA CAPES ARE ALL OVER PARIS

6. MAINBOCHER'S FLOWER JACKET

5. MOLYNEUX'S BRIGHT BLUE ENSEMBLE

8. JEWELLERY COMES IN SETS AGAIN



Polly Francis — designer for ladies

POLLY FRANCIS' name, photograph and drawings are familiar to everyone who knows Vogue. For many years her fashion drawings have appeared in the editorial pages and last fall Vogue reported her "little women" models, designed for Best & Co. Now Mrs. Francis plans to design not only for the little woman type of figure, whose problems she understands so well because they are her own, but she has also entered the general field and has opened a salon at 23 East 37th Street in New York. Here she will design and make clothes for a private clientele, and will make models to be reproduced by the shops themselves.

Mrs. Francis' long years of residence in Paris, her sensitive perception of the essence of French fashion, and her own exquisite taste are producing a very special sort of clothes. She makes no attempt to present dramatic surprises . . . her feeling is for subtle detail, exquisitely fine making and for the sort of restraint in line and manner that are easier to recognize than to describe.

The chiffon dress, illustrated in the upper left-hand corner, is characteristic . . . finely pleated skirt and a finely tucked over-blouse with a scarf at the neck-line which may be worn in several ways. It's the sort of dress that—as Lorelie said about London—is "really nothing after all", but that the woman with a certain type of exquisite taste will seize upon with joy.

The floor-length taffeta cape and the angelic white mousseline dress, with a little taffeta-edged capelet, are again clothes whose distinction is found in the sophistication of their simplicity and the perfection of their making.

But, of course, all these are words which have been used many times to describe good clothes. What we are really trying to say is that Polly Francis *has something*. Her things are not for the masses, to be sure, but they are the sort of clothes that say "good shops and custom-order departments" in definite, if very quiet, tones, to those who can hear them.

Mrs. Francis is an addition to the growing group of artists whose good taste and real feeling for clothes are developing sound beginnings for a school of American design. That many of the best of these designers are glad to acknowledge their debt to Paris does not lessen the importance of their contribution to American fashions.

Fashion points that may be quoted in advertisements

About suits:

Vogue says: "The annual rush into print has begun."

Vogue says: "Taffeta is important this summer for tailored suits."

Vogue says: "One of the most important fabrics of the year is alpaca."

Vogue says: "Nothing could be cooler or more useful for summer than a black net suit."

Vogue says: "Net is one of the newest fabric finds for daytime wear."

Regarding the older woman:

Vogue says: "Nothing could be more becoming to a mature figure than an ensemble with a long, loose, finger-tip length coat."

Vogue says: "Nothing could be cooler or more practical for sizzling streets than a dark net suit."

Vogue says: "Dark blue is flattering to any age without being dull or dusty."

Vogue says: "Lace is always becoming to the older woman and always graceful."

Vogue says: "Brims are back with a vengeance."

Vogue says: "Printed and foulard scarfs give colour to a plain dress."

Vogue says: "Women of all ages are preferring a moderate heel."

Vogue says: "For the older woman whose hair doesn't wave of its own accord, a good permanent wave with wide, soft waves is essential."

Vogue says: "A flat figure-eight at the back of the head, fastened with tortoise-shell pins, is smart and flattering to the older woman."

As to children's clothes:

Vogue says: "The smart children of the world have to-day an international chic to their dressing."

Vogue says: "Little girls are now dressed in tiny pleated woollen skirts and soft sweaters."

Vogue says: "Keep small skirts short."

Vogue says: "Little girls look their best showing a large expanse of leg."

Vogue says: "Little girls should wear extremely short socks."

Vogue says: "Smart tailored tweed coats with a definite waist-line for little girls."

Vogue says: "The newest thing is to wear ankle-length party dresses."

Vogue says: "For best, little boys under four wear pale linen or crêpe de Chine suits with Irish lace on the collar."

Vogue says: "It is particularly smart for children to wear small jersey sun-suits that have jersey sweaters to match."

Vogue says: "The Brooks sweater, the brown leather Prince of Wales Oxford, and the severe brown felt riding hat are three essentials that are worn by smart young girls the world over."

Vogue says: "Organdie must have been invented with fourteen-year-old girls in mind."

Vogue says: "It is far more chic to dress your children under their age than over it."

Vogue says: "Tweeds and more tweeds for young girls."

Vogue says: "As far as long trousers are concerned, the consideration of height should come before that of age."

These quotations are available on free "Vogue says" cards

Vogue says: "Alpaca is used for everything."

Vogue says: "Dark blue is the pampered child of fashion this year."

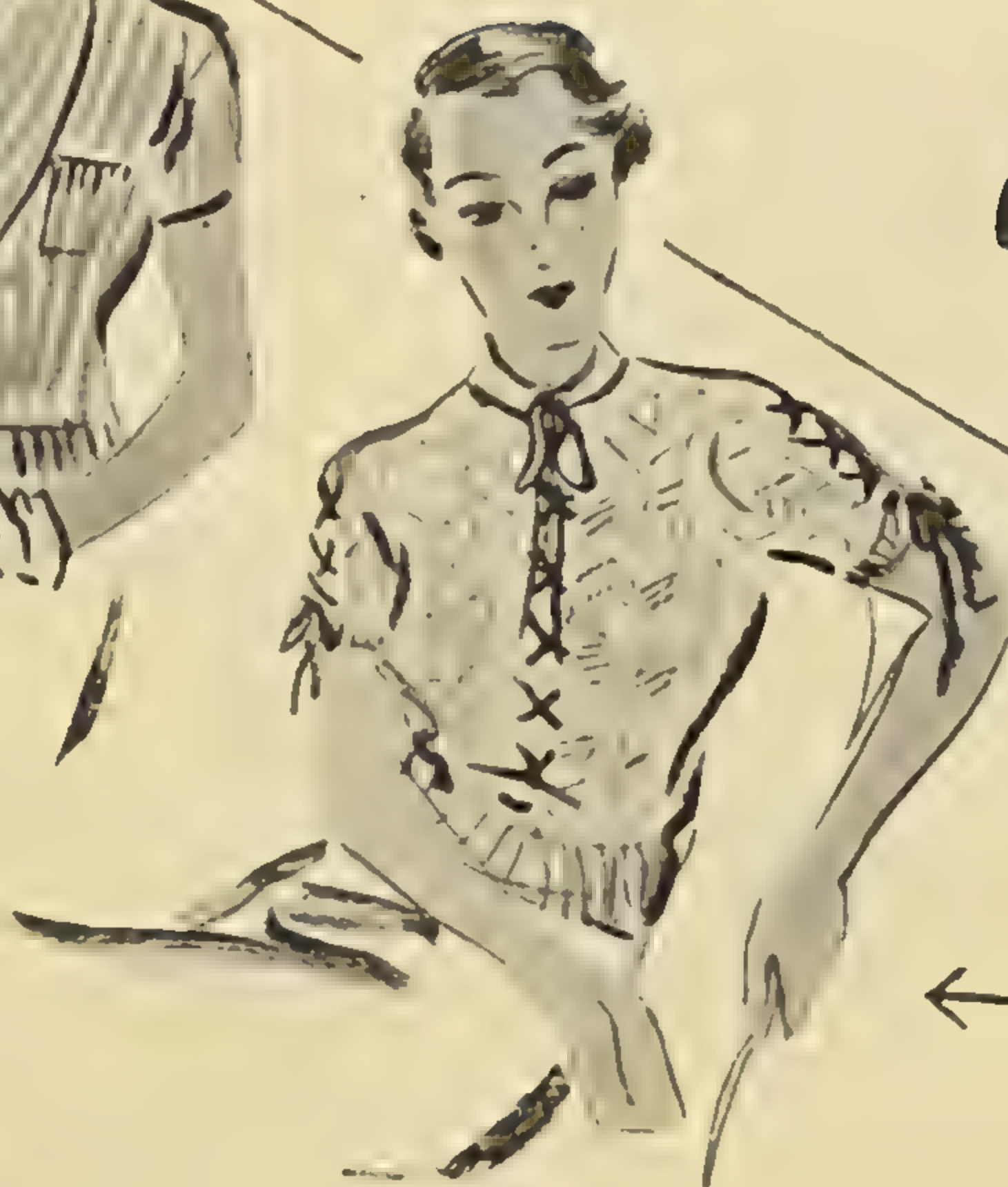
Vogue says: "Sashes are chic!"

Vogue says: "Very little girls wear small round hats or jersey berets."

All the quotations listed above may be used in advertisements and displays without written authority, but for permission to quote further from Vogue, it is necessary to write

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London News



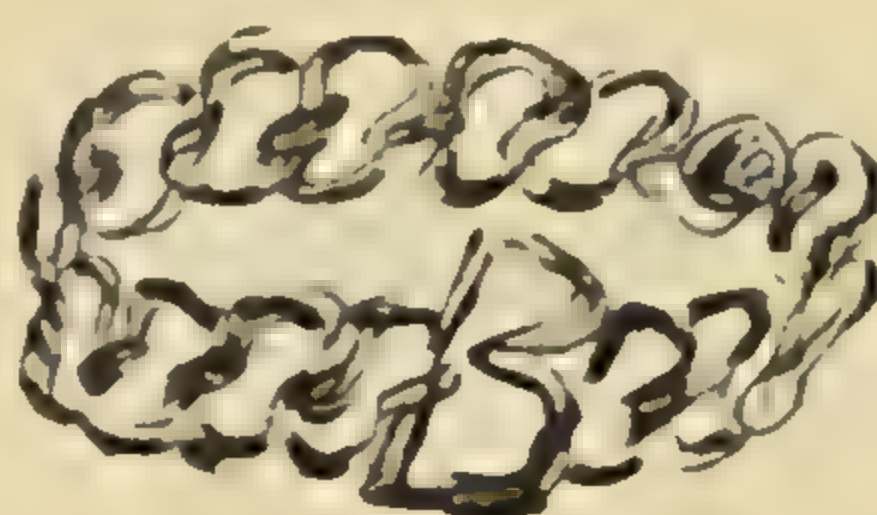
This is the new version of the "boxer's" sweater. Jaeger had such success with it last winter that they have copied it for spring in lightweight wool and pastel shades. Vogue first reported this important sweater fashion in the March 1st Trade Edition. Model from Jaeger House, Oxford Street.

An interesting herringbone stitch is used for this sweater which, like all Stonehenge things, is hand-knit to each customer's individual order. It is laced up the front and the sleeves with green wool. Stonehenge Woollen Industry, 18a, Grafton Street.



A fresh and original cardigan knitted in a combination of vertical and horizontal ribbing, with twine buttons at the neck-line and down the front. Half the belt is of the buttons, too. The yoke extends over the shoulders and half-way to the elbows. Knitted in bright red wool. From Stonehenge.

Plain, ordinary, heavy-weight wrapping twine in natural colour makes the buttons on the sweater (shown at right), as well as the initial belt below. The gloves are hand-crocheted of natural coarse cotton to match, and have wide, flaring cuffs held by elastic at the wrist.



A Stonehenge suit of hand-woven tweed in beige, rust and brown. A series of pleats forms panels down the centre back and at each side of the jacket, in a manner reminiscent of the Norfolk jacket. This is an excellent example of the sort of classic individuality good British tailoring can achieve.

The hand-knit sweater which accompanies this suit is notable chiefly for its colour—the smart rust-brown shade which appears over and over again in English sportswear and which is such a perfect complement for beige and brown. This sweater, too, is in a herringbone stitch.





The Chinese influence has reached London, in this short and full swagger coat with a kimono shoulder-line and close, collarless neck-line. The material is rust-brown tweed with a black horizontal rib; the cut is youthful; the effect, paradoxically, is townish and sophisticated. Jaeger House.

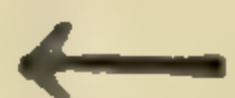
Cardigans continue to grow slightly longer. This one is navy-blue wool knitted in a widely ribbed design, and worn with a matching knitted beret. The cylindrical buttons are of navy-blue prystal and give a little extra interest to the classic cardigan line. Model from Lillywhites, Piccadilly Circus.



Stonehenge designed this hand-crocheted hat with a half brim that may be manipulated to suit the wearer. This version of the off-face line is unusual for crocheted hats, and looks particularly right with sweaters that have the new cowl neck-line. London thinks them smartest in bright colours.



The scarf neck-line of this sweater may be arranged in a number of different ways. It gives a flattering, feminine feeling to the otherwise masculine lines of the vest-like sweater. The unusual design of the large prystal buttons is another of the individual details that mark the new English sportswear. Jaeger.



Contrasting sleeves are effective in the new sweaters . . . especially good in plain-and-striped combinations. This striped sweater is light blue and navy with navy sleeves—an English spring classic. Jaeger.

The deep cowl collar is new for sportswear. It may be worn high, as sketched, or turned over in turtle-neck fashion. The sweater is knitted in a very individual, brocade-like stitch. Stonehenge.

Another way of draping the new cowl neck-line. This is one of the few sweaters belted at the waist, a type which many women find more flattering than a ribbed waist-line. Jaeger.



FROM OUR MARKET NOTE-BOOK

Fresh ideas for May



• New compacts are designed in fabric patterns and make fresh, charming summer accessories. Cohn & Rosenberger had this bright idea and have made the two squarish compacts pictured above to match two of Ameritex-Sudanette's delightful summer cottons. Cohn & Rosenberger, Inc., 47 West 34th St., New York.

• The cigarette case in boldly striped linen is the right crisp note for a summer accent. The compact pictured below it is enamelled in a piqué pattern and is charming in pastel shades. Volupté, 347 Fifth Ave., New York.

• This bill fold is one of a new Buxton series with patented features all their own. It has an unusual amount of space, is made of beautifully fine English morocco combined with calf, and can be matched with two smaller cases. Buxton, Inc., 47 West 34th St., New York.

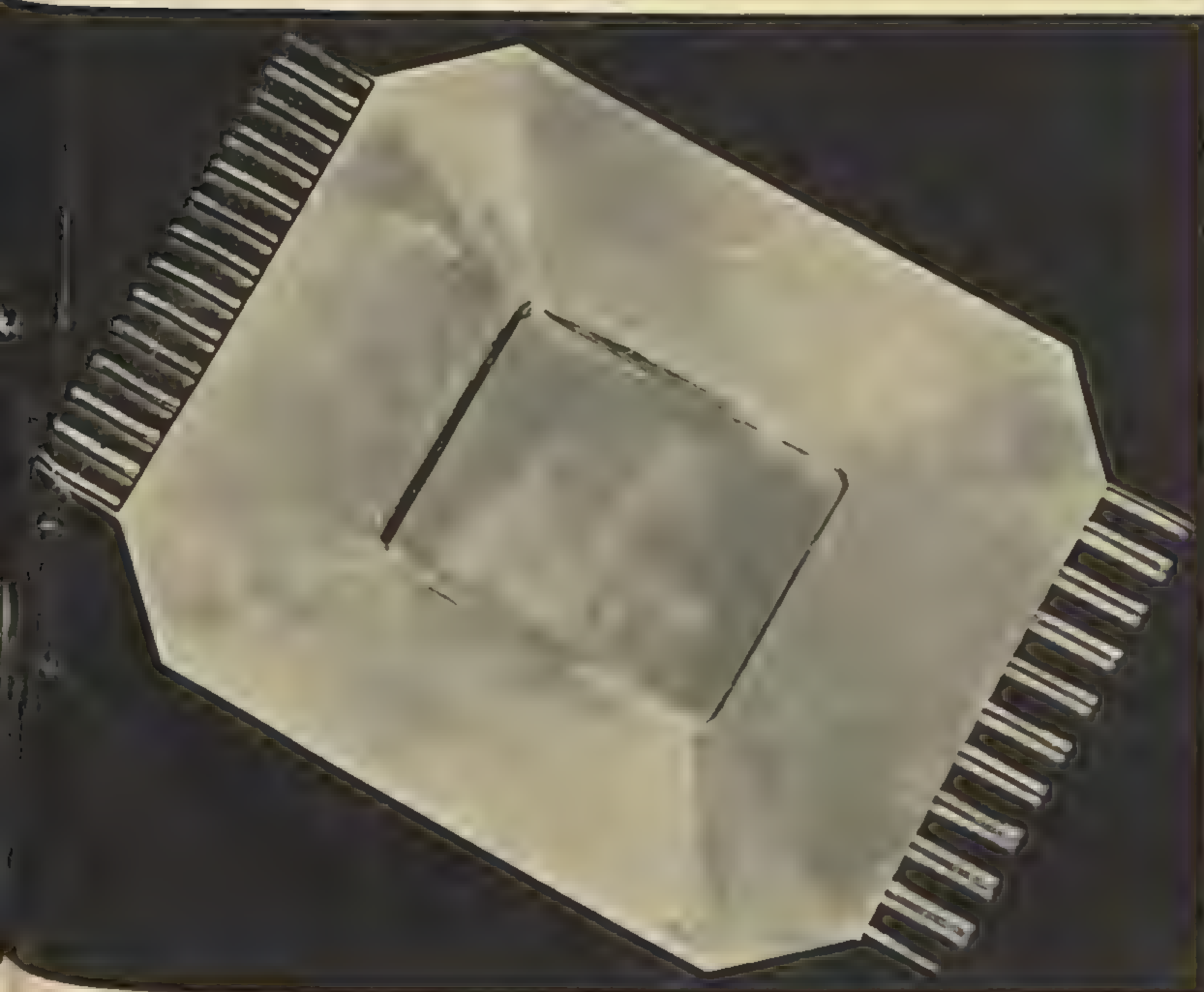




• Zip Spray and Zip Cream Deodorant are new products from the house of Madame Berthé, maker of the famous Zip Epilator. Zip Spray has an atomizer bottle, a new departure in deodorant bottles which seems to us a special asset. Its very good modern design is pictured above. The Zip Cream Deodorant, in a carved polished wooden container, is one of the most attractive deodorant packages we have seen. Madame Berthé, 562 Fifth Ave., New York.

• Yardley makes a new presentation in their famous lavender, a bath softener, "Lavendo-Meal." (Illustrated.) Another innovation is a box of six sachets, each little sachet in a cream silk bag with a loop by which the sachet can be attached. Yardley & Co., Ltd., 620 Fifth Ave., New York.

• Chanel's distinguished perfumes have a new addition . . . Glamour. Lipstick and powder are included in this series, all in the classic black-and-white packages. Chanel, Inc., 35 West 34th St., New York.



The New Lurelle Guild Designs

• The International Silver Company presents a new group of Lurelle Guild designs in plated silver, which will be released at about the time you are reading this. Two of the handsome new additions are shown on the lower part of these pages. The punch bowl is particularly gracious in proportion and has a distinct feeling of modernity without departing from all that is good in classic silver design. The tray at right is large enough to serve hors d'œuvres for a very large cocktail party, indeed. The wooden handles are not only decorative, but have the practical advantage of excellent balance. The ensemble also includes a new and dramatic treatment of coloured enamel in combination with plated silver, a distinctive new development in silver plated ware. This new plated silver group is one of the notable achievements in modern silver design. International Silver Co., Meriden, Conn.

Shoe Fashion Guild of America



IN line with other good designers and manufacturers of the country, representative members of the shoe industry have organized the Shoe Fashion Guild of America. Its purposes are clear and the membership impressive. There are at present twenty-one manufacturers; their purpose in forming the Guild is, primarily, to combat style piracy, an evil from which the shoe industry as a whole has suffered probably more than any other manufacturing group of to-day. The Guild plans to treat this matter both in relation to its own members and in relation to the shoe manufacturers outside the membership; in other words, to make it hard for the shoe-and-bootlegger no matter who or where he is!

- Although it is very young, the Guild is thoroughly organized already and the standing of the members is such as to give definite authority to this movement. Within the Guild itself their by-laws and rules provide for a system of registration of styles and for the Guild settlement of any conflicting interests so that members may be able to record priority rights. The Guild also lays down the definite policy that every member apply for a design patent for a definite number of styles each year.
- As for external relations, the first purpose of the Guild has been to secure the cooperation of the retailers in their battle against style piracy.
- In the matter of retail cooperation the Guild requests that the retailer place in his order blanks the Guild warranty clause against style piracy; this should serve not only as a warning to the manufacturer that style piracy will not be tolerated, but it also places the retailer in an excellent legal position when he wishes to return merchandise in the event of dispute as to style piracy.
- The notable results obtained by the Fashion Originators Guild of America have encouraged the Shoe

Guild in their belief that this method is not only workable but definitely effective. The large measure of style security which has resulted from the Fashion Originators Guild should also result to the Shoe Guild . . . and this, of course, is more important than anything else the organization might effect.

• Quoting from the statement of the Guild itself: "The creation of original styles demands the investment of time, effort, money, and the stimulus of results from a business standpoint. The promotion of original styles by the retailer likewise demands an investment to fill his shelves, and reasonable assurance of exclusiveness and permanency of styles. With the present prevalence of style piracy, there is very little incentive to either the manufacturer or retailer to embark upon any really extensive and worthwhile program of creation or promotion of new styles. Legitimate business of any kind needs some reasonable certainty as a basis for its plans and operations. This reasonable certainty in so far as styles are concerned is all important and will be achieved only through the voluntary and wholehearted cooperation of manufacturers and retailers for the success of the objectives for which this Guild has been formed."

• The Guild headquarters are in the Empire State Building, New York City; for information, address Mr. William Parrott, executive secretary. Following is the membership list: Andrew Geller Shoe Mfg. Company; Cardone & Baker; Cornell Unity; Delman; A. Garside & Son; Morgan Grossman; Grossman's Shoes; Laird, Schober & Company; La Valle; C. & A. Lo Presti; Martin Weinstein Shoe Company; I. Miller & Sons; Newton Elkin Shoe Company; Palter De Liso; Pape Shoe Mfg. Company; Parlante Shoes; Pincus & Tobias; Premier Shoe Company; Schwartz & Benjamin; Seymour Troy & Company; H. Zuckerman Shoe Mfg. Company.

VOGUE'S NATIONAL ADVERTISERS FOR MAY 1

This list is not a complete summary of advertisements in this issue; it contains only advertisers of nationally distributed merchandise. Many of the finest department stores and most exclusive specialty shops are also represented in this issue.

FOR THE BUYER OF FOOD AND DRINK:

- *H. J. Heinz Co.
- G. F. Heublein & Bro.
- Schenley Products Co.
- *Hiram Walker & Sons

FOR THE BUYER OF TOWELS:

- *Cannon Mills

FOR THE BUYER OF HANDBAGS:

- *Hookless Fastener Co.

FOR THE BUYERS OF COSMETICS AND TOILET GOODS, AND FOR HEADS OF BEAUTY SALONS:

- Elizabeth Arden
- Bourjois Perfumes
- *Caron Perfumes
- Chanel Perfumes
- Deleltrez, Inc.
- *Eugene, Permanent Wave
- Guerlain Lipstick
- *Guerlain Perfume
- Hinze Ambrosia, Inc.
- *Louis Philippe Lipstick
- Madame Berthé's Zip Deodorants
- Madame Berthé's Zip Epilator
- *Neet Depilatory
- Pall Mall Soap
- Peggy Sage Nail Polish
- Pepsodent Antiseptic
- Perstik Deodorant Pencil
- *Primrose House
- *Helena Rubinstein
- Tattoo Lipstick

FOR LUGGAGE BUYERS AND FOR BUYERS OF TRAVEL CLOTHES:

- Canadian Pacific Line
- Carlyle Hotel
- *Chesapeake & Ohio Railway
- *E. N. I. T.
- *I. M. M. (U. S. Lines)
- *Italian Line
- New England Council
- Nippon Yusen Kaisha
- Northern Pacific
- Poland Springs
- Swedish Travel Information Bureau
- *White Sulphur Springs

FOR THE BUYER OF SPORTSWEAR:

- *S. Augstein & Co.
- DuPont Rayon
- Federal Knitwear Co.
- Mrs. Franklin, Inc.
- *Golflex Dresses
- Marinette Knitting Mills

FOR THE BUYERS OF CORSETS, BRASSIÈRES, AND UNDERWEAR:

- *American Lady Corset Co.
- Gossard Corset Co.
- Lily of France Corset Co.
- Munsingwear Corp.
- Sil-o-ette Underwear Corp.
- *Van Raalte Co.
- *Vassar Swiss Underwear Co.

FOR THE BUYERS OF FABRICS AND DRESSES:

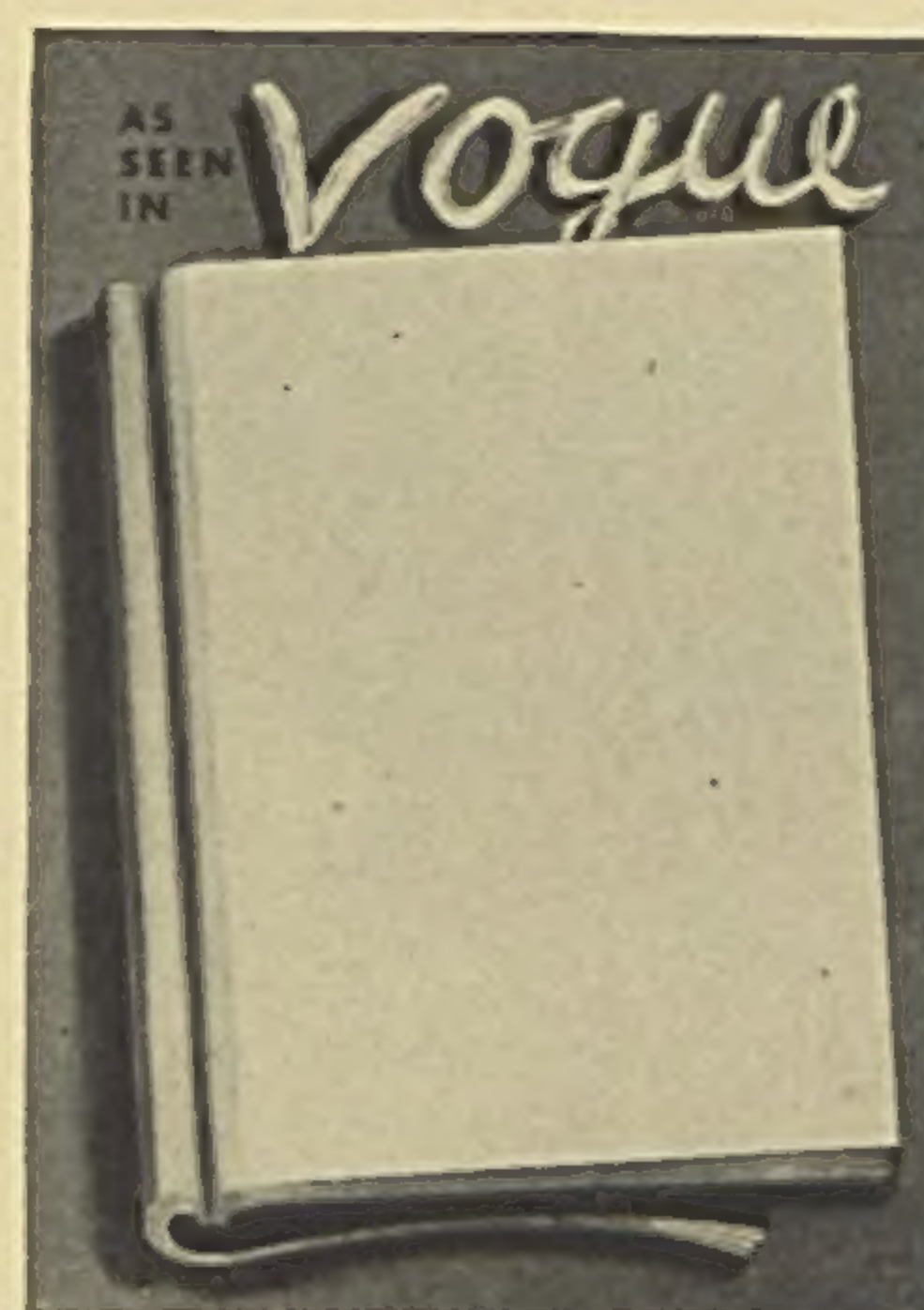
- *DuPont Acele
- *DuPont Rayon
- *Sanforized-Shrunk Dresses
- *Seraceta "Strands of Fashion"
- *Tootal Broadhurst Lee Co. (2)

FOR THE BUYER OF TOBACCO:

- *Lucky Strike Cigarettes
- Philip Morris Cigarettes

FOR THE BUYER OF MILLINERY:

- Lilly Daché



This is the smart "As Seen in Vogue" card, lettered in black and white on silver. The starred advertisements are full page and will be sent you, free on request, mounted on these cards.

FOR THE BUYER OF JEWELLERY, SILVER AND SERVING EQUIPMENT:

- Alvin Corp.
- *Chase Brass and Copper Co.
- *International Silver Co.
- *Traub Wedding Rings
- Whiting & Davis Mesh Bags

FOR THE BUYER OF SHOES:

- *E. P. Reed Co.
- *Selby Shoe Co.

FOR THE BUYER OF HOSIERY:

- *belle sharmeer Hosiery
- *Gordon Hosiery
- *Humming Bird Hosiery

FOR THE BUYER OF BATHING SUITS AND ACCESSORIES:

- *B. F. Goodrich Rubber Co.
- *Lastex Bathing Suits

FOR THE BUYER OF LUGGAGE:

- Hartmann Trunk Co.

Addition to April 15 listings: Z. & W. M. Crane have a beautiful full-page advertisement of their wedding invitation papers and stationery for the bride. Send for reproductions mounted on "As Seen in Vogue" cards, to display in your windows and stationery departments

TRADE EDITION—A SPECIAL SECTION FOR MERCHANTS

Retailers, manufacturers, and advertising executives are entitled to receive the Trade Edition of Vogue. Subscriptions must be placed direct with the publisher or direct with a catalogue subscription agency. Do not subscribe through an agent calling on your store if you wish to receive the Trade Edition. In all cases, mail your order direct to Vogue and make your check payable to Vogue.

Vogue gives a special invitation to trade subscribers to make use of the Merchandising Service, for fashion or market information

or for help in promotion problems. Write to Vogue's Merchandising Service, 420 Lexington Avenue, New York City.

The purpose of the Trade Edition of Vogue is to anticipate with advance news and illustrations trends that will affect the merchandising of future fashions; and to present market information of special interest to our selective subscription list.

MAY 1, 1934

Vogue as a theme for windows and advertisements



VOGUE has what we may term an "added circulation" in the hundreds of thousands of people who view every month, every week, Vogue windows in the good shops through the country and who read advertisements by these shops, quoting Vogue. In one recent period of checking-up, Vogue's fashion authority was quoted by important shops in seventy different advertisements published in two leading New York newspapers. And, in order that these figures may present a relative picture to you, we add that the clipping service which furnished us with this information also reported that the magazine quoted next oftenest was used exactly eight times!

The two important presentations pictured above are typical of our "coast to coast network." Bergdorf Goodman in New York, whose fashion prestige is well able to

stand alone, likes the added reinforcement of Vogue's fashion authority, and devotes a window to "Vogue-selected" gowns. O'Connor, Moffatt of San Francisco, famous first-rank department store, urges its customers to inform themselves of Vogue's selections before they choose their hats for spring.

We quote these two examples, and others of their like from time to time, not merely as news but as indications that are of real importance to you . . . indications that Vogue's authority extends far beyond its circulation list, and that our unsolicited extra circulation is something to reckon with.

In this issue: articles with promotional ideas

Children's clothes. Pages 39-41. In this article, Vogue gives you a complete text-book on what the well-dressed child wears, and will wear. For there's no fundamental change in the clothes worn by smart, well-bred children from, we might almost say, decade to decade. Be sure to keep this article in your files. You'll refer to it again and again.

For the older woman. Pages 74-75. A guide for the older woman—what is especially smart for her this year and what is suitable for her always, which, in Vogue's philosophy, excludes very little!

Jewellery. Pages 48-49. The old-fashioned mode of heavy jewellery in "sets" is back again. Promote this for larger individual sales.

Beachwear. Pages 52-53. Colour is the story on smart beaches this year.

Evening wear. Page 64. Paillettes on organdie are a charming contradiction . . . and another example of the important gown of cotton!

Page 65. Shining black ciré in a dramatic short evening coat.

Dresses. Page 61. Printed silk suits like these are the backbone of your summer stocks.

Pages 70-71. Some old stand-bys and some new ideas for summer town wear . . . don't let your mid-summer stocks (or your mid-summer customers!) down.

Sportswear. Page 60. Paris has new ideas about flax, crash and madras in smart summer clothes.



Let a little springtime in

One of the best ways to enjoy yourself these grand spring days is to have a new General Motors car. Any one you choose will bring the breath of spring in to you—and take stale, stuffy, smoky air out—WITHOUT DRAFTS. General Motors cars have Body by Fisher—and that means thoroughly tested and accurately developed Fisher No Draft Ventilation, which hundreds of thousands of people now know by experience. It also means ROOM—room to stretch out in—luxurious, restful room for arms and legs and shoulders when you ride three to a seat. Have YOU seen the strong, safe, roomy new Fisher Bodies? They're smart as the new spring styles.



on GENERAL MOTORS CARS ONLY: CHEVROLET • OLDSMOBILE • PONTIAC • BUICK • LA SALLE • CADILLAC



THE HEIGHT OF GOOD TASTE

Only the Center Leaves—these are the Mildest Leaves



NOT the top leaves—they're under-developed—
they are harsh!

The Cream of the Crop

NOT the bottom leaves—they're inferior in
quality—coarse and sandy!

